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XD 7/ 533

(No Model.)

H. B. TADDICKEN.

VESSEL FOR MEASURING ICE CREAM.

Patented Aug. 14, 1883.

No. 283,165.

Fig. 1.

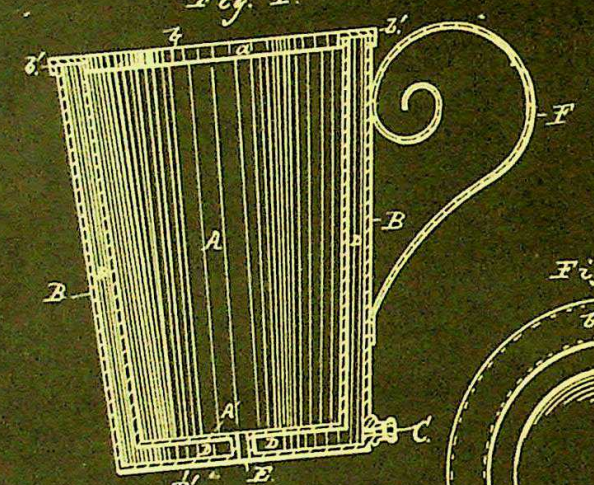


Fig. 3.

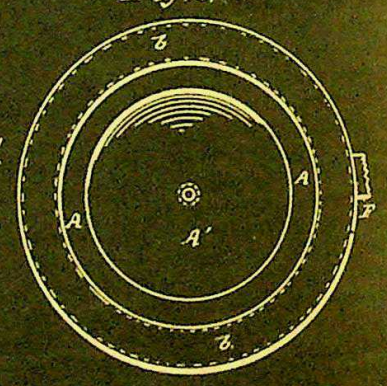
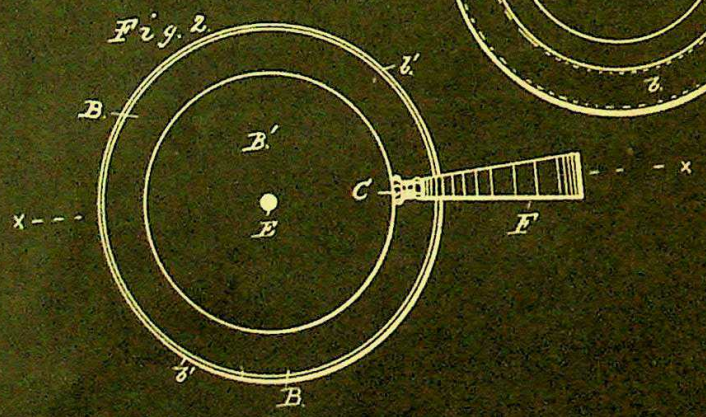


Fig. 2.



WITNESSES
Morton Toulmin
A. J. Martini

INVENTOR
Henry B. Taddicken
Wm. Fitzgerald
Attorney

UNITED STATES PATENT OFFICE.

HENRY B. TADDICKEN, OF MUSCATINE, IOWA.

VESSEL FOR MEASURING ICE-CREAM.

SPECIFICATION forming part of Letters Patent No. 283,165, dated August 14, 1883.

Application filed February 2, 1883. (No model.)

To all whom it may concern:

Be it known that I, HENRY B. TADDICKEN, a citizen of the United States, residing at Muscatine, in the county of Muscatine and State of Iowa, have invented certain new and useful Improvements in Vessels for Measuring Ice-Cream; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to improvements in measuring vessels for ice-cream, and has for its object to prevent the cream from freezing to the sides and bottom of the measure, and to cause it to slip out readily, smooth and solid, without any trouble. This object is attained by the construction shown in the drawings forming a part of this specification, in which—

Figure 1 is a vertical section taken on the line *x x* of Fig. 2. Fig. 2 is a view taken from the bottom of the measure. Fig. 3 is a view taken from the top with the handle broken away.

The measure consists in an inner vessel, A, made of tin or other suitable material, and an outer vessel, B, secured at the top by the cap *b* and at the bottom by the tube E, which penetrates both vessels. A′ is the bottom of the inner vessel. B′ is the bottom of the outer vessel. The cap *b* has outer and inner flanges, *b′* and *a*, and is soldered to the outer vessel, B, and to the inner vessel, A, leaving a space between the two vessels of about one-quarter of an inch. The soldered joint should be perfectly air-tight. The air-pipe E penetrates the bottom A′ as well as the bottom B′, in the center of which it is placed, and steadies both, as well as permitting the air from the outside to enter into the inner vessel, A. D is the open space between the two vessels. C is a valve or cock, which permits the introduction of water between the two vessels into the space D.

Ice-cream dealers experience a great deal of trouble in measuring the cream, for the cold cream put into a common measure will freeze to the sides and bottom. This difficulty is overcome by this ice-cream measure by keeping the space D between the outer and inner vessels filled with water, which prevents the cream from freezing to the sides of the measure. The pipe E admits the pressure of the air as soon as the measure is tipped over, causing the cream to slip out readily, smooth and solid, without any trouble.

Having described my invention, what I claim, and desire to secure by Letters Patent, is—

1. In an ice-cream measure, an outer and inner vessel having a space between the two adapted to hold water, and an air-pipe penetrating the bottom of each vessel, as described, and for the purposes set forth.

2. In an ice-cream measure, the cap *b* and the air-pipe E, in combination with the inner vessel, A, and the outer vessel, B, substantially as described, and for the purposes set forth.

3. The combination, in an ice-cream measure, of the cap *b*, the inner vessel, A, the outer vessel, B, and the pipe E, with the valve C, substantially as described, and for the purposes set forth.

In testimony whereof I affix my signature in presence of two witnesses.

HENRY B. TADDICKEN.

Witnesses:
JOHN SCHMIDT,
GEORGE J. SCHMIDT.

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French

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N° 406.979

M. Biard

Pl. unique

Feb 16, 1910

Fig. 1

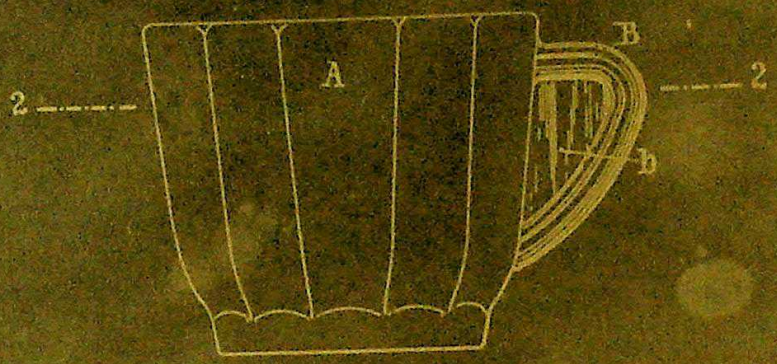


Fig. 2

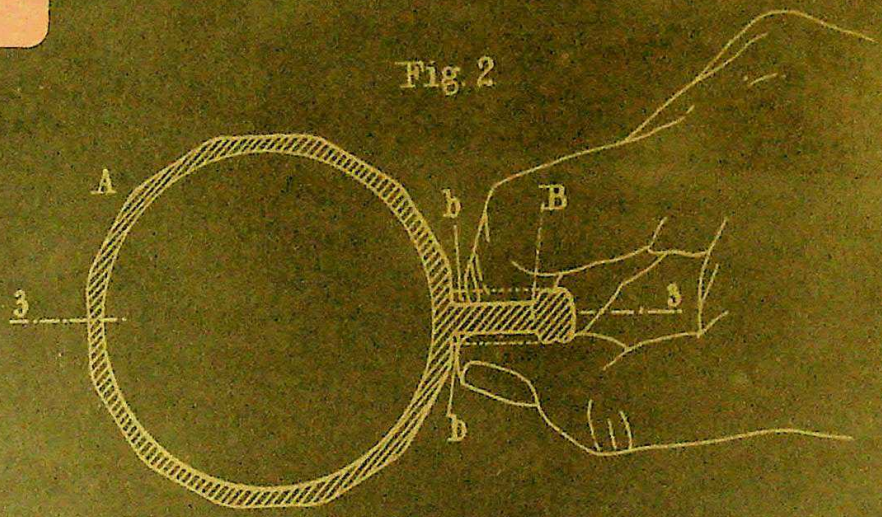
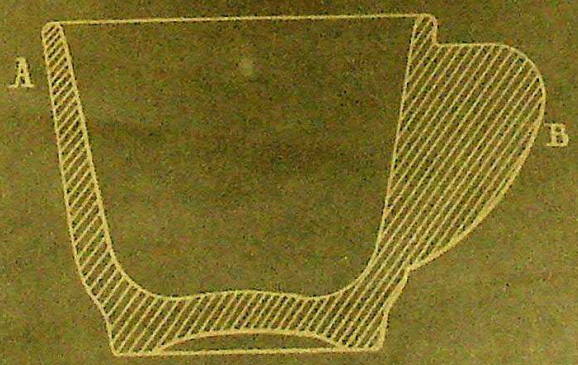


Fig. 3



RÉPUBLIQUE FRANÇAISE.

OFFICE NATIONAL DE LA PROPRIÉTÉ INDUSTRIELLE.

BREVET D'INVENTION.

IX. — Matériel de l'économie domestique.

3. — Coutellerie et service de table.

N° 406.879

Tasse à queue pleine partiellement évidée.

M. Louis-Joseph BIARD résidant en France (Seine).

Demandé le 18 décembre 1908.
Délivré le 20 décembre 1909. — Publié le 16 février 1910.

[Brevet d'invention dont la délivrance a été ajournée en exécution de l'art. 11 § 7 de la loi du 5 juillet 1844 modifiée par la loi du 7 avril 1902.]

On connaît l'inconvénient des tasses ordinaires avec queue en forme d'anse. Ces queues ou anses sont d'une très grande fragilité et la casse qui en résulte est des plus préjudiciables non seulement pour le fabricant, mais aussi pour l'usager. Quels que soient les soins pris pour leur emballage, on ne peut guère supprimer complètement la casse pendant le transport; et, d'autre part, les établissements tels que les cafés voient rapidement augmenter leurs frais généraux par suite de la nécessité de remplacer les tasses à anses cassées.

L'invention a pour objet une nouvelle tasse à queue pleine, partiellement évidée, qui supprime l'inconvénient ci-dessus, tout en facilitant, comme avec les tasses à anses, la prise de la queue entre le pouce et l'index par exemple.

Sur le dessin annexé :

La figure 1 est une vue extérieure de la nouvelle tasse;

La figure 2 en est une coupe horizontale, suivant la ligne 2-2 de la fig. 1;

La figure 3 est une coupe verticale suivant la ligne 3-3 de la figure 2.

Comme il est montré sur le dessin, la tasse A comprend une queue B qui est pleine et formée en une seule pièce avec la tasse (fig. 2 et 3). La queue B accuse la forme extérieure bien connue des anses des tasses ordinaires et elle présente de chaque côté un évidement *b* pour loger les extrémités du pouce et de l'index de la main qui tient la tasse, comme il est montré sur la figure 1.

Bien entendu, l'invention n'est pas limitée à la forme de la queue B, ni à celle des évidements *b*; de même, la queue pourrait, au besoin, présenter une ou plusieurs perforation transversales, notamment pour son refroidissement par l'air.

RÉSUMÉ.

La présente invention concerne une tasse avec queue pleine dont les deux côtés sont légèrement évidés pour faciliter la prise de la queue entre deux doigts de la main, dans le but d'éviter la fragilité des anses ordinaires, tout en conservant leur commodité.

Louis-Joseph BIARD.

Par procuration :
Charles Dorr.

Prix du fascicule : 1 franc.

Pour la vente, s'adresser à l'Imprimerie nationale, 87, rue Vieille-du-Temple, Paris (3e).

D7/8533

p. 195
CATALOG #78

Cups, Measuring

Graduated.

Measures $\frac{1}{3}$, $\frac{2}{3}$, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, and full cup (capacity $\frac{1}{2}$ pt.). Riveted handle.

Attractive, lithographed label on each ARMOR BRAND article.

New No.	Old No.	Size (in.)	Price (doz.)
30	10	3 x $2\frac{3}{4}$ (polished)	$
300 †	100	(retinned)	

† ARMOR BRAND, see pg. 341.

Cups, Straight

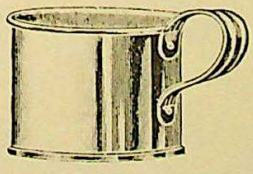
Plain.

No. 212 is packed two ways; 6 doz. (not papered) and 24 doz. (papered, 1 doz. in pkg.) in case lots.

New No.	Old No.	Size (in.)	Trade Capacity	Case Lots	Price (doz.)
211	0120	$3\frac{1}{8}$ x $2\frac{3}{8}$	$\frac{1}{2}$ pt.	6 doz.	$
212	0130	$3\frac{1}{2}$ x $2\frac{3}{8}$	1	6	
				24	
213	0140	$4\frac{1}{4}$ x 3	$1\frac{1}{2}$	6	
Retinned:					
130	130	$3\frac{1}{2}$ x $2\frac{3}{8}$	1	6	

Cups, Straight

Riveted handle.



New No.	Old No.	Size (in.)	Trade Capacity	Case Lots	Price (doz.)
121	013	$3\frac{1}{2}$ x $2\frac{3}{8}$	1 pt.	6 doz.	$
122	014	$4\frac{1}{4}$ x 3	$1\frac{1}{2}$	6	

Cups, Straight, see also pg. 196.

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Fig.1.

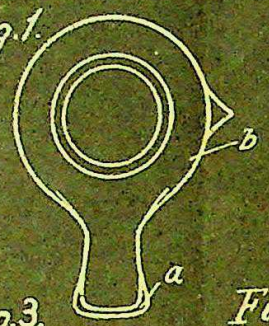
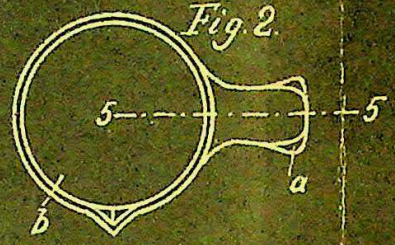


Fig.2.



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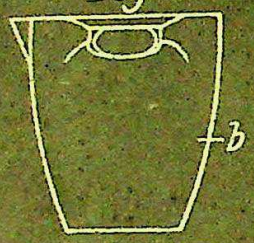

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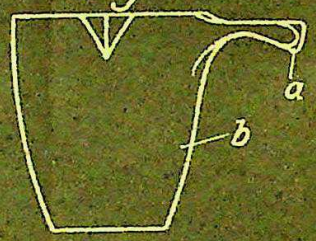

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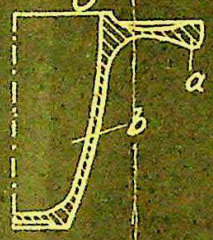

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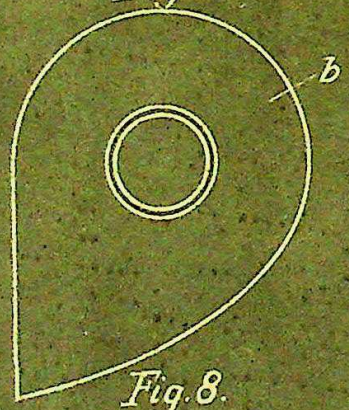


Fig.7.

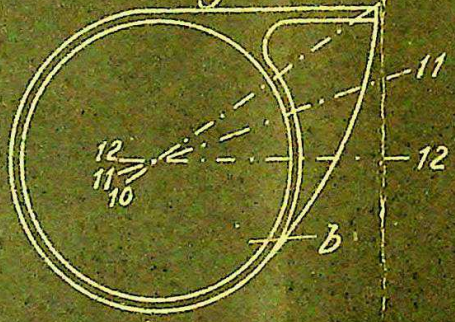


Fig.8.

Fig. 9.

Fig.10.

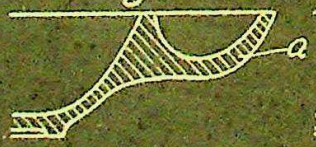


Fig.11.

Fig.12.

Fig.13.

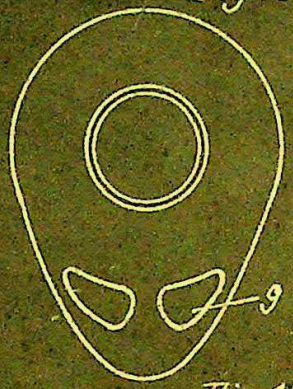
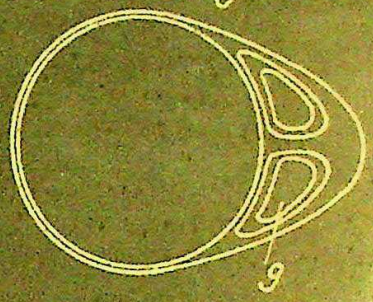


Fig.14.



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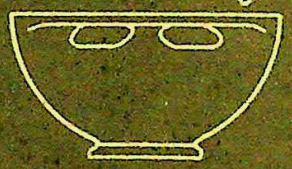

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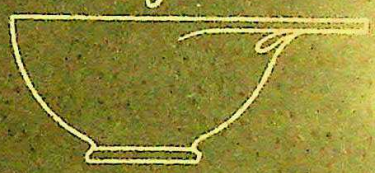

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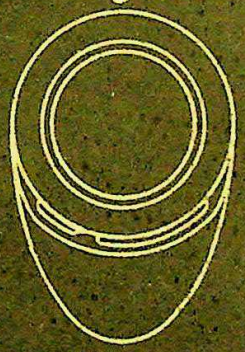

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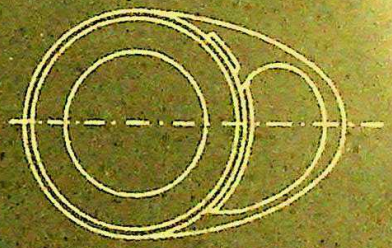
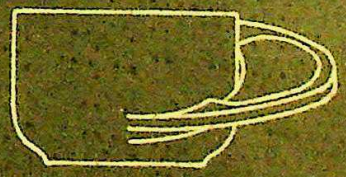


Fig.19.

Fig.20.



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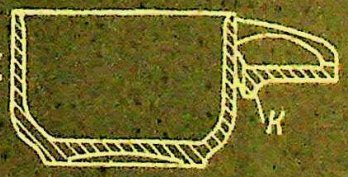

D7/533

BRITISH

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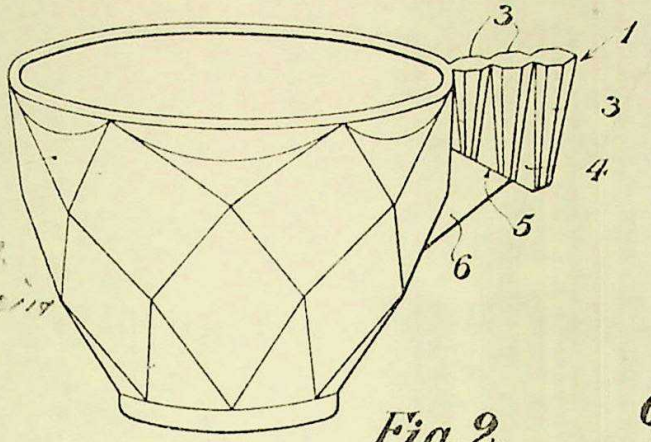
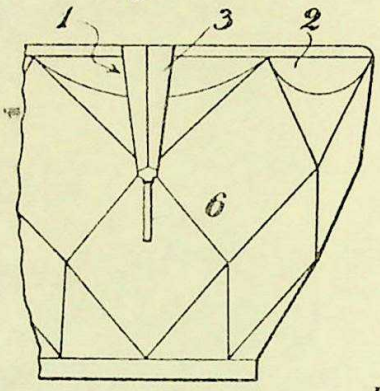
COMPLETE SPECIFICATION

Fig. 1.



moulded cup
Synthetic resin

Fig. 5.



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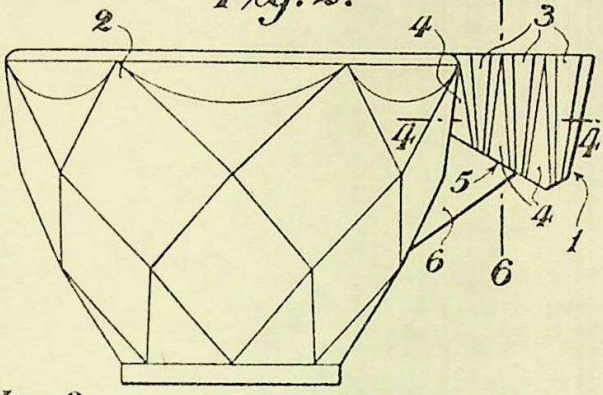

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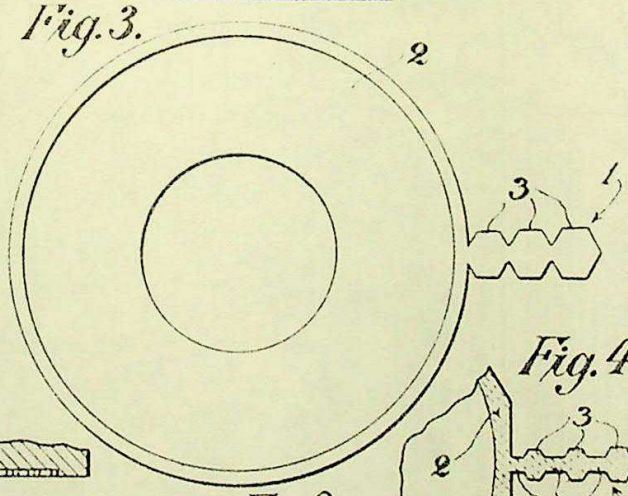

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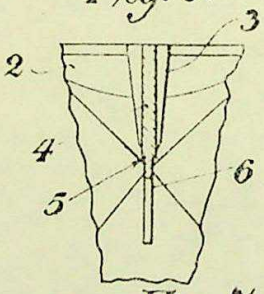

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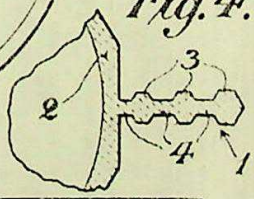

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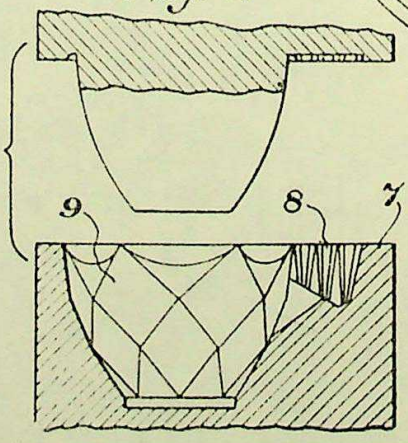

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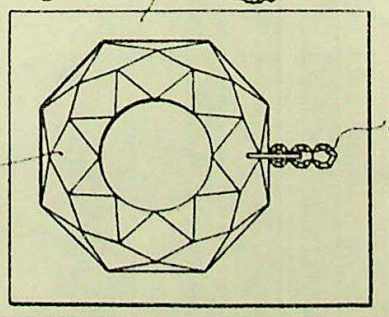

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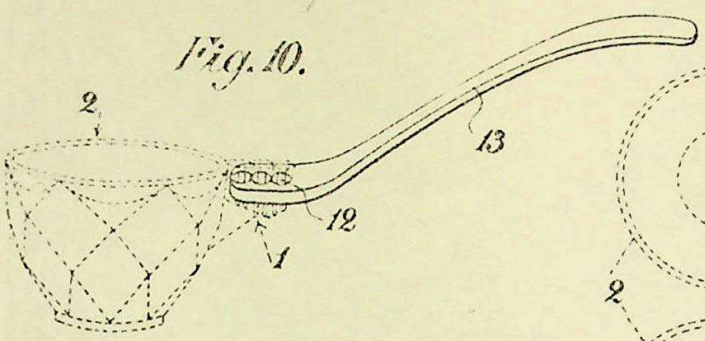
2 SHEETS
SHEET 2

Fig. 10.



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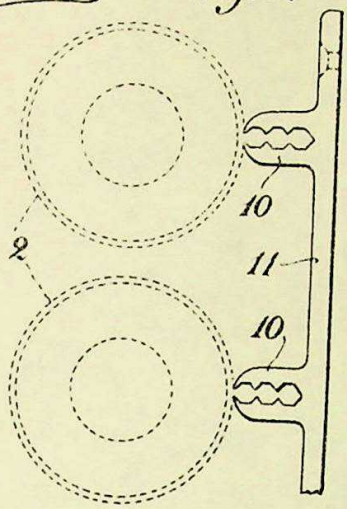

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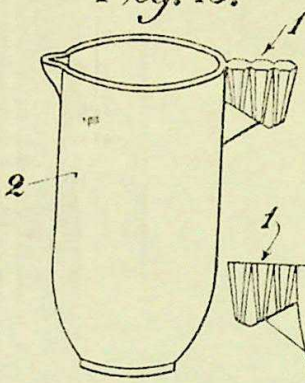

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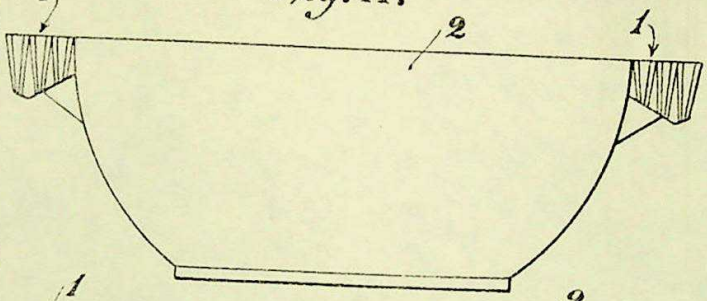

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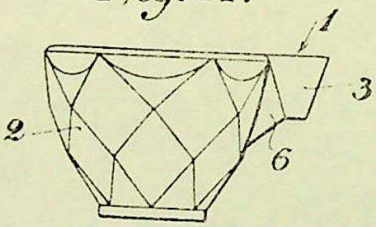


Fig. 15.

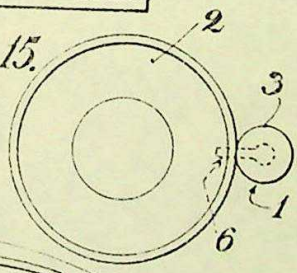
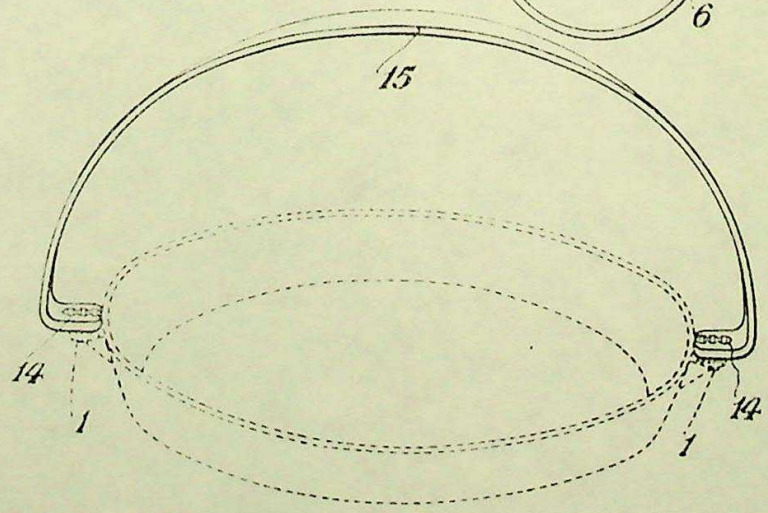


Fig. 12.



Ka Ly & Sons, Photo Litho

5-13-28

PATENT SPECIFICATION

Application Date: July 16, 1932. No. 20,172/32.

Complete Accepted: Dec. 15, 1932.

384,939

EXAMINER'S COPY

Div. 8

COMPLETE SPECIFICATION.

Improvements relating to Drinking Cups, Jugs, Basins and like Utensils.

We, POLLOPAS LIMITED, a Company registered under the Laws of Great Britain, of 2 and 3, Charterhouse Square, London, E.C. 1, and MAURICE MICHAEL EATON, British Subject, of 18 and 20, Bearley Street, Birmingham, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to tea or drinking cups, jugs, basins, tea-pots and like utensils or receptacles, particularly for use as table ware and made from non-metallic mouldable material, such as synthetic resin, said utensils having a vertical handle or handles moulded integrally with the body. Usually such cups or like handled utensils have had loop handles, but the moulding of such handles integral with the cup or like body has necessitated special provision in the moulds for the formation of the opening of the loop, such as separate split handle-moulds which have to be withdrawn from the main mould with the cup or the like, or a removable rod or core that pierces or passes through the handle.

The object of the present invention is to provide a cup or like utensil with an improved form of handle that can be moulded integral with the body in a plain mould without the use of split handle-moulds or removable cores, and which is of such a form that not only is the removal of the cup and handle from the mould facilitated, but a firm and comfortable grip is afforded. A further advantage of the improved handle is that it can be firmly interlocked with a supporting bracket, as in a picnic case or on board ship, so as to support the cup or the like without liability to rattle; or interlocking attached to a long handle or shaft, so that a cup may be converted into a ladle; or, in the case of a bowl, attached to a bow handle to convert the bowl into a cake basket or the like.

According to the invention, a non-metallic moulded cup or like utensil or receptacle has an integral imperforate or solid vertical handle tapering in a downward direction so that it can be lifted or withdrawn straight out of the mould together with the body of the article. Thus, the said handle is conveniently of a single or multiple vertical dovetail form, so that it can, if desired, be interlocked with a corresponding socket on a bracket, arm, bow handle or the like. The main tapering or dovetail part of the handle may be joined to the body of the article by an integral web or gusset.

Figure 1 of the accompanying drawings is a perspective view of a tea-cup provided with an improved handle in accordance with the present invention.

Figure 2 is a side elevation of the cup.

Figure 3 is a plan.

Figure 4 represents a horizontal section on line 4—4, Figure 2.

Figure 5 is an elevation of the cup, showing the handle in edge view.

Figure 6 is a vertical section through the handle on line 6—6, Figure 2.

Figure 7 is a diagrammatic view of the mould employed

Figure 8 is a plan of the mould.

Figure 9 represents a view of a bracket or rack upon which the cups may be supported by means of the handles.

Figure 10 shows a long handle or arm with interlocking connection for a cup, to convert the cup into a ladle.

Figure 11 shows a bowl or basin provided with handles according to the invention.

Figure 12 illustrates how a bow handle may be attached to the side handles of a bowl to convert the said bowl into a cake basket or the like.

Figure 13 shows a jug provided with a handle according to the invention.

Figure 14 is a side elevation of a cup provided with a modified form of handle.

Figure 15 is a plan of this modification.

Referring to Figures 1 to 6 of the drawings, the tea-cup therein shown is moulded from a suitable non-metallic mouldable material, such as synthetic resin, and has an integral side handle 1 moulded with the body 2 at one operation. The said handle 1 is solid or imperforate, instead of being of the usual loop form, and comprises, in the example illustrated, a plur-

[Price 1/-]

ality of radially-aligned vertically-disposed dovetail or inverted conical parts 3, tapering in a vertical downward direction, and which may be of hexagonal form in plan, with faceted sides, or of any other shape in plan. The said dovetail parts 3 are joined to one another and to the body 2 by integral connecting webs 4, the main handle block thus formed having its top edge flush or substantially flush with the edge of the cup body and having a lower edge 5 which slopes upwards towards the cup body. In order to give adequate support to the said handle block, an integral downwardly extending web 6 connects the said lower edge 5 to the side of the cup body, the said web being of less thickness than the webs 4 so as to form shoulders at its junction with the said edge 5, and being moulded with the body and main handle block. The outer edge of the web 6 slopes upwardly as shown. Owing to the handle being imperforate, it can be moulded with the cup body in a plain mould without the use of split handle moulds, loose core bars or the like, the mould, indicated at 7 in Figures 7 and 8, having a handle recess 8 opening into a cup body recess 9 together forming a counterpart of the contour of the combined cup body and handle. After the moulding of the cup it can be readily ejected, the handle, owing to its taper formation, being able to be lifted vertically straight out of the handle recess without obstruction or risk of damage.

By reason of the dovetail formation of the handle, it can be arranged interlockingly to engage a counterpart dovetail socket in a supporting bracket, such as the socket 10 of the bracket or rack 11 shown in Figure 9, for enabling the cups to be packed or stored, for example, in a picnic basket or on board ship, without liability of the cups rattling.

Also, the handle 1 may be detachably and interlockingly engaged with a corresponding dovetail socket 12 of a long handle or arm 13 as shown in Figure 10, to enable the cup to be converted into a ladle.

The invention may be applied to a bowl or basin as shown in Figure 11, dovetail handles 1, 1, being moulded integrally with the body part 2 at opposite sides, in the same manner as in the case of the single handle of the tea-cup. In the case of a large bowl, the dovetail handles 1 may be detachably and interlockingly engaged with dovetail sockets 14 in lugs at opposite ends of a bow handle 15 as shown in Figure 12, in order to convert the bowl into a cake basket or the like.

Figure 13 shows the application of the invention to a milk or cream jug, the body 2 having an imperforate dovetail handle 1 moulded integral with the said body at one side, in the same manner as in the case of the tea-cup.

Instead of the handle being of a multiple dovetail form, as shown in the above described examples, it may be of single dovetail form as shown in Figures 14 and 15, the said handle 1 comprising a downwardly-tapering vertical dovetail part 3 flush with the top of the cup or other utensil and connected to the body 2 by an integral web 6, the said handle 1 with the web 6 being moulded with the body at one operation. The dovetail part 3 may be circular, as shown, or of any other desired shape in plan.

Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

1. A non-metallic moulded cup, jug, bowl or like utensil or receptacle, having an integral imperforate or solid vertical handle tapering in a downward direction so that, after the moulding of the article, it can be lifted or withdrawn straight out of the mould together with the body of the article.

2. A non-metallic moulded cup, bowl or like utensil or receptacle having an integral imperforate handle of a vertically-disposed dovetail form, tapering towards the lower end.

3. A non-metallic moulded cup, bowl or like utensil according to claim 2, wherein the handle is of multiple dovetail form.

4. A non-metallic moulded cup, bowl or like utensil according to claim 2, wherein the handle is of a single dovetail form.

5. A non-metallic moulded cup, bowl or like utensil according to claim 3 or 4, wherein the vertical dovetail part or parts are connected to the body of the article by means of a web.

6. A non-metallic moulded cup, bowl or like utensil or receptacle having an integral imperforate handle comprising a plurality of radially-aligned vertically-disposed and downwardly-tapering parts or dovetail portions joined together and to the body of the article by lateral webs and having their lower ends connected to the body by a downwardly-extending integral web.

7. A non-metallic moulded cup, bowl or like utensil as claimed in any one of the preceding claims, wherein the handle has a straight top edge substantially flush with the top edge of the body of the article.

8. A non-metallic moulded cup, bowl or like utensil as claimed in any one of the

preceding claims, wherein the integral handle is adapted for interlocking connection with a socket on a supporting bracket, arm, bow-handle or the like.

9. A non-metallic moulded cup, bowl or like utensil having an integral imperforate handle or handles substantially as herein described with reference to the accompanying drawings.

Dated this 15th day of July, 1932.
H. N. & W. S. SKERRETT,
24, Temple Row, Birmingham,
Agents for Applicants.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1933.

D7-533

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401,107

GREAT BRITAIN

Nov. 9, 1933

401,107 COMPLETE

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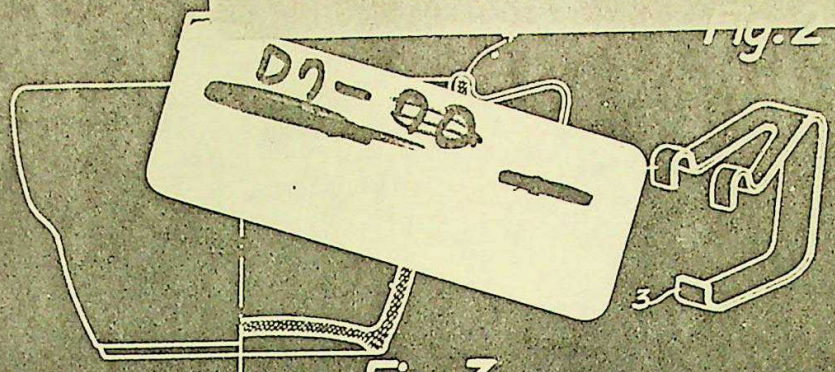


Fig. 3

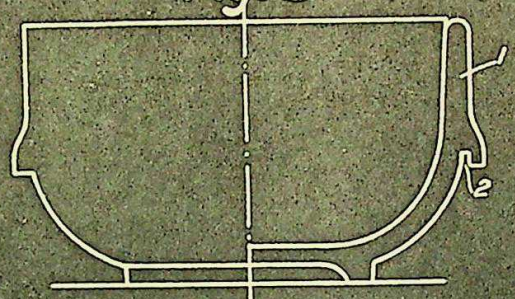


Fig. 4

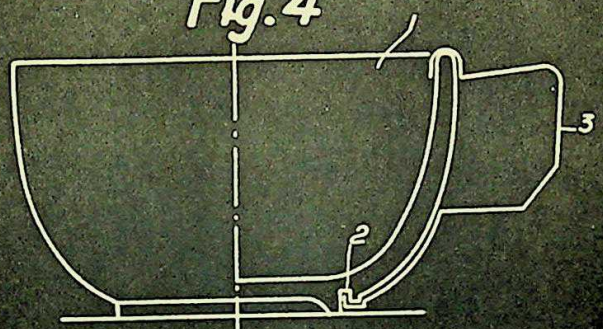
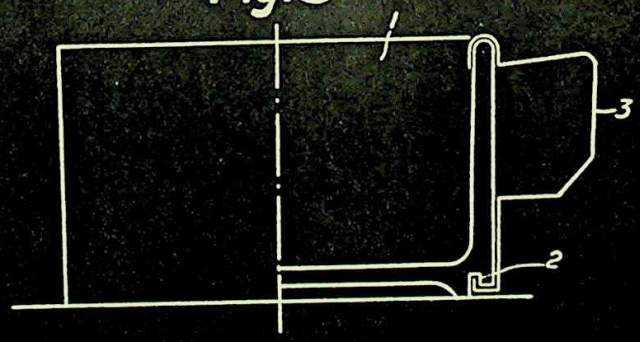


Fig. 5



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D7-505

Fig. 6

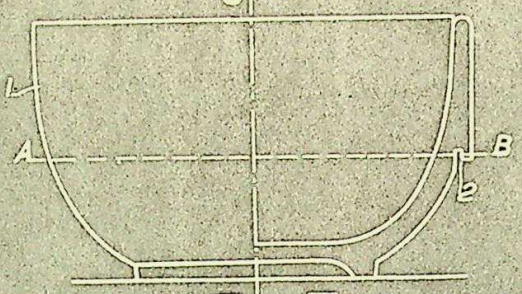


Fig. 7

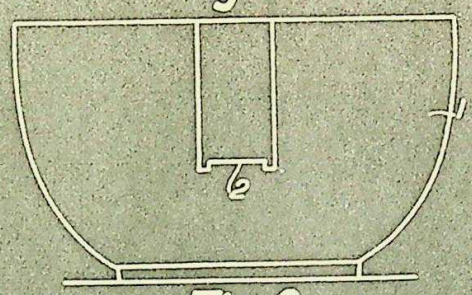


Fig. 9

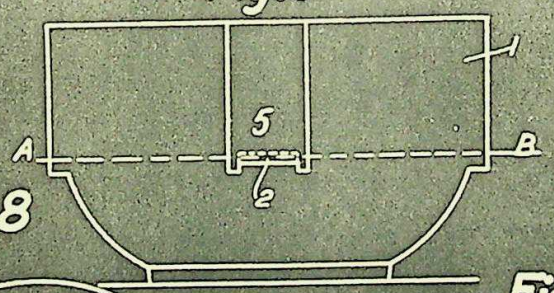


Fig. 8

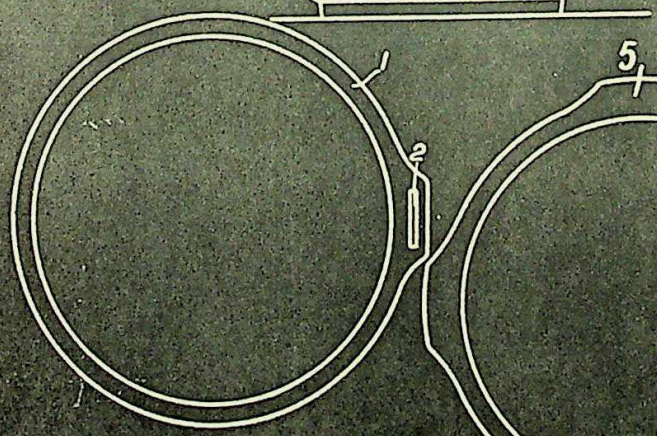
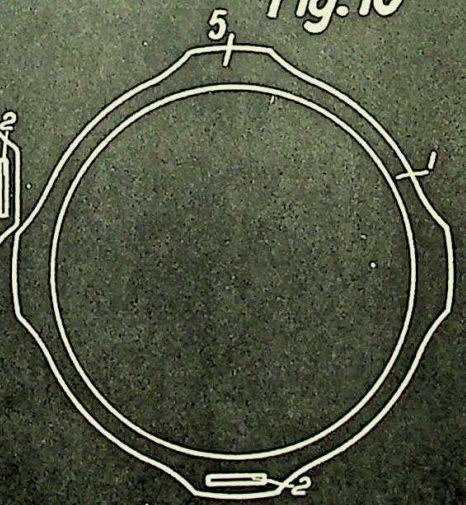


Fig. 10



Malby & Sons Photo-Litho

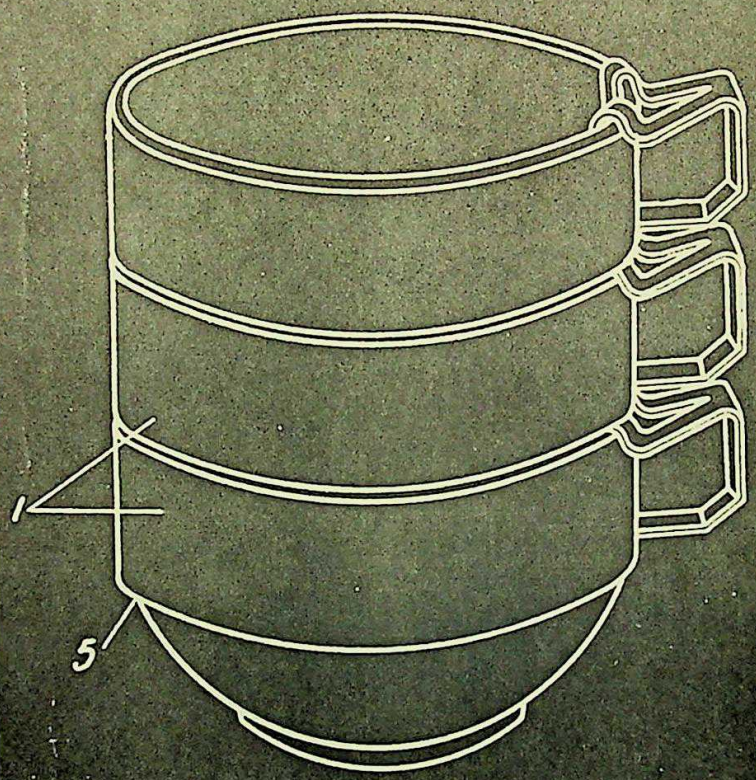


Fig. 11

[This Drawing is a reproduction of the Original on a reduced scale.]

Malby & Sons, Photo-Litho.

PATENT SPECIFICATION

401,107

Convention Date (France): Nov. 4, 1931.

Application Date (in United Kingdom): Nov. 4, 1932. No. 31,179/32.

Complete Accepted: Nov. 9, 1933.

COMPLETE SPECIFICATION.

New Cup with Removable Metal Handle.

I, MAURICE HUBERT, of Vierzon (Cher), France, French Nationality, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

The chief inconvenience with china, porcelain or like cups resides essentially in connection with the handle, which necessarily projects so that the major number of such articles become unserviceable through the breaking off of said handle which frequently occurs in the many handlings to which such articles are subjected.

In order to overcome this objection jugs and other vessels have been provided with curved metal handles adapted, for example, to clip at one end onto the rim of the vessel and at the other end to clip under the bottom of the vessel.

The object of the present invention is to provide an improved construction of cup or the like and co-acting metal handle adapted to clip thereonto, said handle being easy to fit and remove in case of need and not being liable to breakage, the shape of said cup or the like, and handle permitting in some cases cups or the like to fit one into the other and so facilitate handling of piles of cups or the like.

According to the present invention a cup or the like made of ceramic, porcelain, china, pottery, glass and the like, is provided having above it bottom an exterior rib or projection or ribs or projections ornamental or not, in which is formed a slot or groove or the like adapted to receive the lower hooked end of a metal handle which is slightly resilient, the upper part of said handle having one or more claws or hooks adapted to grip the rim of the cup or the like, the lower part of the cup or the like below said rib or projection or ribs or projections being in some cases adapted to fit into the top of another similar cup or the like, said rib or projection resting on the rim of such other similar cup or the like.

The accompanying drawing shows, by way of example, several methods of construction of this invention:

[*Price* 1/-]

In this drawing:

Fig. 1 is an elevation partly in section, of a cup fitted with a metal handle;

Fig. 2 is a side view of the handle;

Fig. 3 is an elevation, partly in section, of a cup having a circular rib;

Fig. 4 is a similar view showing the application of this handle to a bowl form of cup;

Fig. 5 shows this application to a cylindrical model;

Figs. 6, 7 and 8 show a modification in sectional elevation, in side view and in section taken on the line A—B of Fig. 6 which modification possesses a perpendicular portion for the reception of the metal handle;

Figs. 9 and 10 show in elevation and in section taken on the line A—B, a modification having an undetermined number of perpendicular parts (four in the example illustrated).

Fig. 11 shows a pile of cups.

The cup 1 made of porcelain, china, pottery, glass and so on has upon its exterior a rib or projection extending over the whole periphery or part thereof and may be shaped as a lion's head or that of any other animal, or ornament, and in which is provided a housing or recess 2, in the moulding of the cup or otherwise. The rib or projection may be in sections at three equi-distant points around the periphery of the cup.

The housing or recess 2 is intended to receive the lower extremity of the handle 3 which is curved for the purpose, this handle having at its upper part one or more claws, grips or hooks 4 which engage or take over the edge of the cup and so become fast therewith.

It is obvious that this handle may be of any suitable shape and that the number of its hooking claws may vary, that it may be decorated in any manner; all that is essential is that it be made of a metal which is sufficiently resisting while at the same time possessing a certain amount of resiliency to allow of its ready removal and fitting in place.

On the other hand, the cup may have its lower part reduced like fig. 1, or a circular bearing 5 on its periphery like

fig. 11 or again three or four peripheral projections 5 like figs. 9 and 10, in such manner that the cups can be piled up in regular and stable columns by engaging the lower part of one cup up to the level of the bearing parts or projections 5, or the widened part in another cup, such as shown in fig. 11.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. A cup or the like made of ceramic, porcelain, china, pottery, glass and the like, comprising above its bottom an exterior rib or projection or ribs or projections ornamental or not, in which is formed a slit or groove or the like adapted to receive the lower hooked end of a metal handle which is slightly resilient, the upper part of said handle having one or more claws or hooks adapted to grip the rim of the cup, the lower part of the cup below said rib or projection or ribs or projections being in some cases adapted to fit into the top of another similar cup, said rib or projection or ribs or projections resting on the rim of such other similar cup.

2. A cup or the like constructed substantially the same as anyone of the several examples hereindescribed and shown in the accompanying drawings.

Dated this 4th day of November, 1932.

CHATWIN & COMPANY,
253, Gray's Inn Road, London, W.C.1,
Patent Agents for the Applicant.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1933.

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Mar 25, 1935

Fig. 1.

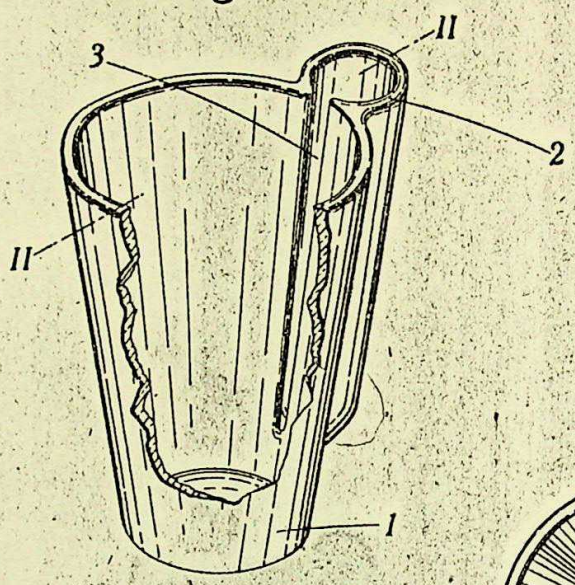


Fig. 3.

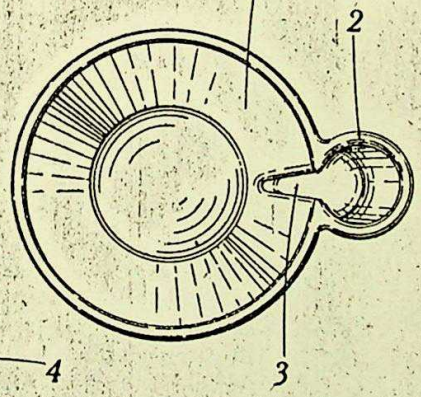
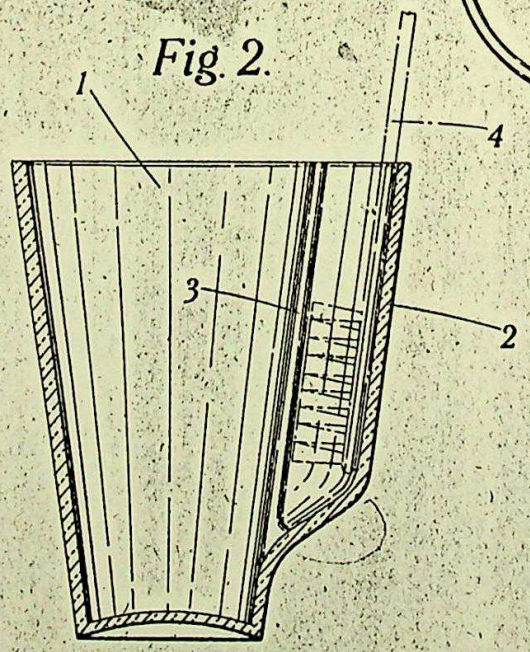


Fig. 2.



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Div. 40 8

RÉPUBLIQUE FRANÇAISE.

MINISTÈRE DU COMMERCE ET DE L'INDUSTRIE.

DIRECTION DE LA PROPRIÉTÉ INDUSTRIELLE.

BREVET D'INVENTION.

Gr. 20. — Cl. 3. N° 782.971

Support de brosse à dents et récipient combinés.

M. Herbert LEHMANN résidant en Angleterre.

Demandé le 4 décembre 1934, à 13h 32m, à Paris.
Délivré le 25 mars 1935. — Publié le [redacted] 5 juillet 1935
(Demande de brevet déposée en Angleterre le 4 décembre 1933. — Déclaration du déposant.)

La présente invention a pour objet un support de brosse à dents combiné avec un récipient destiné à contenir le liquide utilisé pour se brosser les dents.

Un mode de réalisation préféré de l'invention consiste en un récipient agencé pour contenir du liquide et en un récipient auxiliaire disposé sur le côté du récipient principal et ayant des dimensions appropriées à celles de la brosse à dents qu'il doit porter. Le récipient auxiliaire peut communiquer par une ouverture avec le récipient principal, de telle façon que, lorsque la brosse à dents y est placée après usage, le liquide qui s'en écoule passe dans le récipient principal.

Cet article peut être fait en verre, produit céramique, bakélite ou autre résine synthétique, vulcanite, bois, ou autre matière appropriée. Le récipient auxiliaire peut être monté sur le récipient principal de façon amovible ou permanente, et, dans le second cas, les deux récipients peuvent être faits en une seule pièce. Quand ils sont faits en une seule pièce, les deux récipients peuvent communiquer par un passage situé au fond ou près du fond, ou bien le récipient auxiliaire peut communiquer avec le récipient principal, sur toute sa longueur, par une ouverture de forme allongée. Le récipient auxiliaire peut avoir une forme relativement étroite correspondant à celle du manche de la brosse à dents, de telle façon que, lorsque cette dernière est dans son support, sa brosse proprement dite se trouve en dehors de ce support.

Suivant une variante, le récipient auxiliaire est élargi et peut recevoir la brosse proprement dite, tandis que la partie supérieure du récipient est plus étroite, de telle façon que l'introduction de la brosse dans son support oblige les poils de se courber, la partie supérieure étroite du récipient auxiliaire ayant une largeur suffisante pour recevoir le manche. Un avantage de cette variante est qu'il est difficile à la poussière de se déposer sur les poils de la brosse.

Quand les récipients auxiliaire et principal communiquent entre eux par une ouverture de forme allongée, l'article suivant l'invention peut être considéré comme un récipient unique divisé en une capacité principale et une capacité auxiliaire par deux nervures de sa paroi latérale, nervures orientées de bas en haut et ayant une forme telle qu'elles se touchent presque.

La section horizontale d'un tel récipient forme un petit cercle en contact extérieur avec un grand cercle, ces deux cercles communiquant par un passage dans leur région commune.

La capacité auxiliaire ou support de brosse à dents peut faire office d'anse permettant de tenir le récipient pendant qu'on se sert de la brosse à dents ou qu'on utilise ce récipient pour lavages de bouche ou gargarismes, cette disposition permettant de porter le récipient à la bouche. Le récipient auxiliaire peut avoir son axe oblique par rapport à celui du récipient principal, de telle façon que, lorsque le récipient auxiliaire se trouve à droite du récipient principal pour un observateur regardant l'article, la partie inférieure de ce récipient auxiliaire se trouve en avant et la partie supérieure est orientée vers l'arrière. Dans ce cas, une brosse à dents disposée dans le récipient auxiliaire se trouve écartée de la figure quand on porte le récipient principal aux lèvres et qu'on l'incline de façon à s'en verser le contenu dans la bouche.

L'invention sera mieux comprise d'après la description faite ci-après, à titre d'exemple seulement, en référence au dessin annexé dans lequel :

La fig. 1 est une vue perspective avec partie arrachée, du récipient suivant l'invention ;

La fig. 2 est une coupe suivant II-II de la fig. 1 ;

La fig. 3 est une vue en plan.

Le récipient figuré comporte une capacité principale 1, de même forme qu'un gobelet ordinaire faite d'une pièce avec une capacité auxiliaire 2, laquelle communique avec la capacité principale par une fente allongée 3.

Comme on peut le voir sur la fig. 2, le fond de la capacité auxiliaire 2 est incliné de haut en bas vers la capacité 1, et son point le plus bas, par lequel il débouche dans cette capacité principale, se trouve au-dessus du fond de cette dernière. On voit aussi dans la fig. 2 une brosse à dents représentée en traits mixtes, placée dans la capacité 2. Il est aisé de voir que si, après usage, la brosse à dents est placée dans le support que constitue 2, l'eau en excès qu'elle contient s'écoulera dans la capacité principale 1, ce qui permettra aux poils de sécher. Dans la forme d'exécution représentée, le récipient 2 constitue une anse commode pour tenir l'objet, par exemple lorsqu'on le remplit, lorsqu'on le lave, ou lorsqu'on le porte à la bouche.

Le mode de réalisation particulier ci-dessus est donné uniquement à titre d'exemple et il sera naturellement possible d'y apporter de nombreuses modifications. Par exemple les deux capacités pourront avoir des formes différentes, et, au lieu d'être assurée par une fente allongée 3, la communication entre ces deux capacités pourra l'être simplement par un ou plusieurs trous à la partie inférieure de la capacité 2. Il est également possible de rendre le support 2 complètement distinct du récipient 1, et même de l'en écarter de façon à former une anse analogue à celle d'un cruche. La branche inférieure de cette anse sera alors creuse, pour assurer la communication entre les deux capacités.

Cet article est préférablement fait en verre, afin qu'on puisse facilement se rendre compte de son état de propreté. On y pourra faire des incrustations de différentes couleurs ou prévoir toutes autres dispositions appropriées permettant de reconnaître aisément les objets affectés respectivement à l'usage des différentes personnes d'une même maison.

RÉSUMÉ.

1° Un récipient comprenant une capacité principale pour un liquide, et un support pour une brosse à dents ou similaire, le support de la brosse à dents formant une capacité auxiliaire qui se détache de la capacité principale.

2° La capacité auxiliaire communique avec la capacité principale de telle façon que le liquide pouvant se trouver dans la première s'écoule dans la seconde.

3° La capacité auxiliaire est conformée de façon à constituer une anse permettant de tenir l'article.

4° La capacité auxiliaire a une forme allongée et communique avec la capacité principale par une fente allongée.

5° La capacité principale a préférablement une forme tronconique, la capacité auxiliaire a préférablement une forme cylindrique, et les deux capacités communiquent par une ouverture allongée disposée

suivant une génératrice commune du cône et du cylindre.

6° Le fond de la capacité auxiliaire se trouve au-dessus de celui de la capacité principale, et est incliné vers ce dernier. 5

H. LEHMANN.

Par procuration :

BLÉTRY.

92
D7/X533

The Pottery Gazette and Glass Trade Review, December 2, 1935.

Page 1504.
Dec. 2, 1935

RETURN TO DESIGN DIV.

Stuart Crystal

New and Distinctive Ideas

STUART AND SONS LIMITED STOURBRIDGE WORCS ENGLAND

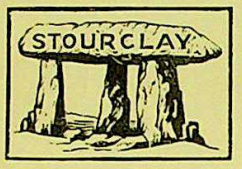
LONDON SHOWROOMS: 6 ST ANDREW ST HOLBORN CIRCUS E·C·4

Telephone: Central 3888. Telegraphic Address: "Glasturtos, Lud, London."

AUSTRALIA & NEW ZEALAND: L. J. Wahlers & Co., Tasmania House, Flinders Lane, Melbourne. 204, Clarence St., Sydney. CANADA: Oakley, Jackson, & Farewell, Ltd., 28, Wellington St. East, Toronto, 2. SOUTH AFRICA: Ross-Elliott & McKellar (P.O. Box 2104), Mercantile Buildings, 63, Hout St., Cape Town. (P.O. Box 1310), 405, West St., Durban. (P.O. Box 2732), 14, Belfast Buildings, 108, Market St., Johannesburg. FAR EAST: W. N. A. Smalley & Co. (P.O. Box 353), Hong Kong.

New Trade Marks

"Amplilux."—563,489. Glass. Class 15. G. H. Montmartin, 113, Boulevard Malesherbes, Paris. Address for service in the U.K.: c/o A. A. Thornton, 7, Essex-st., Strand, W.C.2. To be associated with No. 556,689.



554,913. Glazed wall tiles, floor tiles, bricks and sanitary ware; all being earthenware. Class 16. Registration of this trade mark gives no right to the exclusive use of the word "Stourclay." The Stourbridge Glazed Brick and Fire Clay Co., Ltd., Blowers Green, Dudley, Worcs.

Polarwhite.—563,365. White china clays. Class 4. English Clays, Lovering, Pochin & Co., Ltd., 14, High Cross-st., St. Austell, Cornwall.

VITROFLEX

563,681. Glass. Class 15. Pilkington Bros., Ltd., 703, Tower Bldg., Water-st., Liverpool. To be associated with Nos. 561,157 and 563,682.

VITROFLEX

563,682. Glass. Class 15. Pilkington Bros., Ltd., 703, Tower Bldg., Water-st., Liverpool. To be associated with Nos. 561,157 and 563,681.

Correspondence

A Retailer Gives Up China and Glass

TO THE EDITORS OF "THE POTTERY GAZETTE AND GLASS TRADE REVIEW."

SIRS,—We very much regret we are not renewing our subscription, as we are giving up china and glass after forty years. We have always looked forward with great interest to your monthly number.

We are confident that present rents for main street positions will not carry china and glass businesses.

The closing of the foreign markets has so thrown the pottery manufacturers on to the home markets that they have surrendered to the 6d. stores and the like to keep going, and by so doing have torpedoed the legitimate china and glass trading; even the big stores put china and glass only in the basements.

Suffice to say that at the moment four old-established businesses in Kent are closing down to our knowledge.

Some time ago we read in your valued paper a suggestion that the pottery manufacturer might have to enter the retail trade to ensure his goods being properly displayed. We venture to say his appearance there is overdue, and good luck to his effort.—Yours, etc.,

97, High-st., W. J. VINALL.
Gillingham, Kent.
Nov. 13, 1935.

Answers to Correspondents

Inquiries Answered. — [1227] "Duchess" china, marked "E & B L."——[1228] "Greydawn" ware.——[1229] "Coracle" brand earthenware.——[1230] Reproductions of old English china.——[1231] "Carlton" china.——[1232] Barbers' earthenware shaving mugs.——[1233] Butchers' trays.——[1234] "Pyrita" ware.——[1235] Glass and china riveters. —— [1236] "Delft" china.——[1237] "Kitchener" egg cup (a covered pot in which to poach eggs).——[1238] Sanitary ware.——[1239] Blue glass linings for silver articles.——[1240] "Monart" glass.——[1241] Glass tanks. —— [1242] Pudding bowls. ——[1243] Toby jugs.——[1244] Tools for riveting and repairing china and glass.——[1245] Wine coolers marked "Chamberlain Worcester." ——[1246] "Era" garden ornaments.——[1247] "Balmoral" china, marked "R & D LTD."——[1248] Tobacco jars.——[1249] "Pilivite" ware. ——[1250] Glass cigarette boxes.——[1251] "John Peel" musical Toby jug.——[1252] Ware marked "Oriental Ivory, P B & S."——[1253] Dish to hold full-size Stilton cheese.——[1254] China coffee sets.——[1255] Ware marked "BBB" over "England."——[1256] China nesting cups.——[1263] Ware marked "Old Hall, Ivory Ware, England."

Correspondents' Inquiries

The Editors will be glad to have the names and addresses of the makers of the following ware, or any information concerning it which will be of assistance to the firm inquiring

[1257.]—"Parkleigh" earthenware.
[1258.]—"K.H." brand cut crystal.
[1259.]—"Elma" earthenware.
[1260.]—Teaware marked "Sirdar G.P." (or "G.F.").
[1261.]—Willow discs for polishing glass.
[1264.]—"Sampler" china.

Contract Notes

Tenders Accepted

Air Ministry.—Sand-blasting unit, Tilghman's Patent Sand Blast Co., Ltd., Manchester.

Post Office.—Ducts, Albion Clay Co., Ltd., Burton-on-Trent; Donington Sanitary Pipe & Firebrick Co., Ltd., Burton-on-Trent; Doulton & Co., Ltd., Dudley; Oates & Green, Ltd., Halifax; Jos. Place & Sons, Ltd., Darwen; Standard (Buckley), Ltd., Chester.

A new business has been opened at 41, High-st., Dorking, by Mr. T. H. Billison. It embraces stationery and fancy goods, with a complete department for glass and china.

Russian Window-glass Factory.—Reuters Trade Service learns from Moscow that work has recently been completed on the first extension of the glass factory at Lissitchansk (Ukraine). Operations at the new factory, which has a capacity of 60,000 tons of window glass a year, are to start at once.

D/4-9.A
D7/X533
92

PATENT OFFICE
SEP 14 1937
LIBRARY

DINNERWARE PREMIUMS

KEEP SALES MOVING

Many plans to fit your requirements

A LOW PRICED PATTERN
With Everything in Sales Appeal

MADE BY UNION WORKMEN WHO
SUPPORT AMERICAN INDUSTRY.

THE EDWIN M. KNOWLES CHINA CO.
East Liverpool, Ohio

POTTERS TO THE AMERICAN HOSTESS

Property of U. S. Patent Office
For Examiners Use Only.

Life Oct. 14, 1946 p. 58

D7/X533
92

It's the flavor in the cup that counts!

To a china collector, the mark on the bottom of a cup is all-important. But to a lover of fine coffee, it's the flavor **in** the cup that counts. That's why millions of people serve A&P Coffee every day! This **real** coffee is extra flavorful because it's kept in the whole, fresh bean until you buy it... then Custom Ground, exactly right for your own coffeemaker.

So for finer, fresher flavor in **your** cup—and for substantial savings as well—buy one of the three superb-quality blends of A&P Coffee—today!

A&P COFFEE

AT ALL A&P FOOD STORES

America's most popular coffee —none finer in any package at any price!

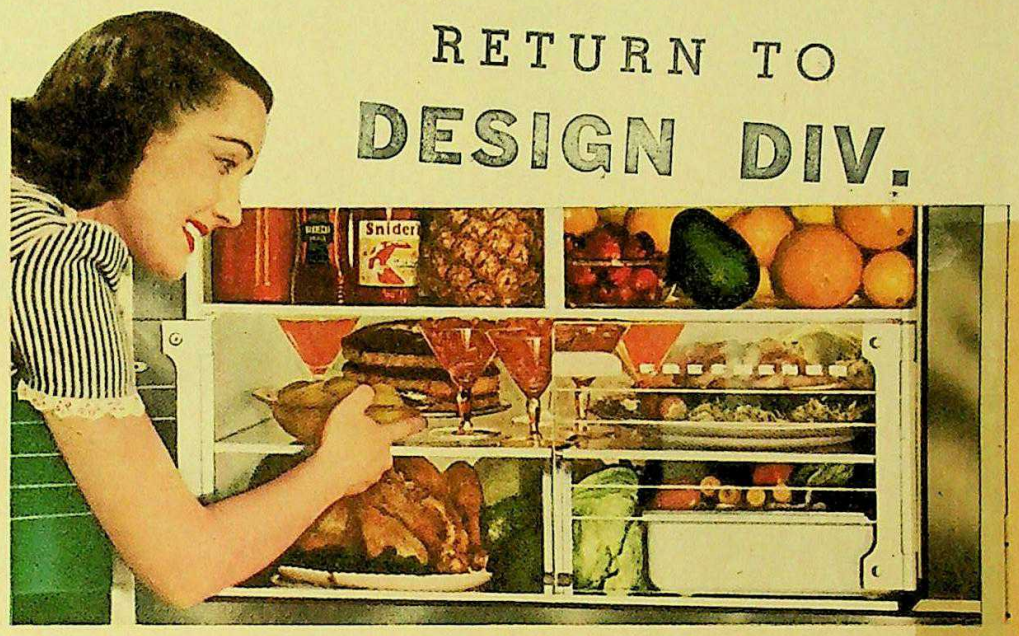
A&P

RETURN TO
DESIGN DIV.

Get a Frozen Food Chest!

It's a real Frozen Food Chest that freezes meats, fish, game, poultry. Makes 9 lbs. of ice cubes at a clip in four Hi-Speed ice trays. Stores altogether more than 40 lbs. of frozen fruits, vegetables, meats and ice cream. It's big, deep, wide and roomy, and it's easy to use because it's *right inside your new Kelvinator refrigerator.*

Get a Moist-Master Refrigerator!



And of course you want Moist-Master refrigeration . . . created by Kelvinator's separate set of cooling coils, concealed within the walls of the refrigerator. Still, super-moist cold, closed in by shining glass, guards vitamin content of perishable foods, perks up garden vegetables and keeps appetite appeal in uncovered leftovers. It's an exclusive Kelvinator feature designed to stretch food dollars and make meal preparation faster and easier.

Get Both Combined in Kelvinator!

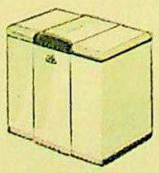
Get the best of both . . . real Frozen Food Chest and the famous Moist-Master Refrigerator, *combined in one Kelvinator* . . . in the same cabinet, *plus* a separate zone of balanced cold for foods such as milk, butter, eggs and citrus fruits. And there's a dry storage bin for root vegetables. Powered by the famous, safe, economical Polarsphere unit . . . sealed in steel and lubricated for life. What a refrigerator! It's coming soon to your Kelvinator dealer's. See him now for delivery dates . . . and see his three other big, beautiful, new Kelvinators, at prices to meet every budget!

KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT

Get the Best things First... Get *Kelvinator*

You'll want a new Kelvinator "Automatic Cook" Electric Range, too! Self-starting . . . it cooks whole dinners by itself. Your Kelvinator dealer has it now!

Wait for this ultra-new Kelvinator Home Freezer, coming soon to your Kelvinator dealer's!



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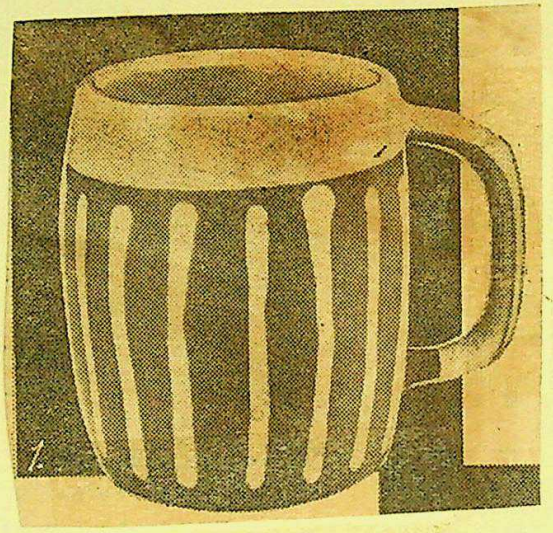
92

Page 30
Mar. 10, 1958

Home Furnishings Daily



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D7/533
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DESIGN 10-1959
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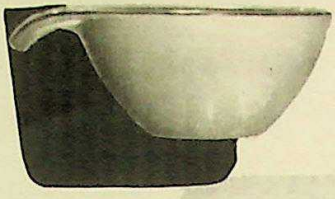
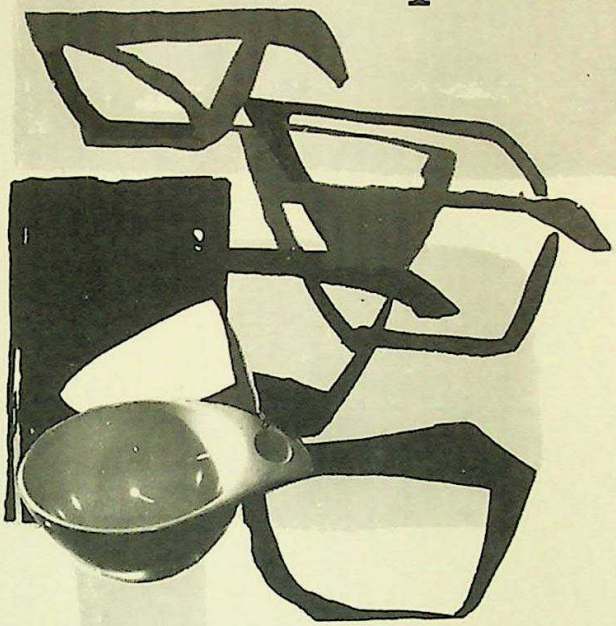


two colour process

designed for stacking



DESIGN
OCT., 1959
PAGE 16

FIESTA
melamine

Brookes & Adams

EIGHTEEN EDMUND STREET BIRMINGHAM 3

DESIGN 10-1959

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D7/X533

House and Garden

Nov. 1960

Page 121

lower left illustration

Wee doch-an-dorrach

Serve the holiday libations in pottery mugs designed like convivial Santas. Traditionally colored in red and white, each mug holds four ounces. Matching pitcher holds thirty ounces. A set at either end of the buffet table will add color to the decoration. $3.33 for six mugs and one pitcher. Ppd. Foster House, HG11, 6523 No. Galena, Peoria, Ill.

D 7/X533 11-1-1960 p. 114 VOGUE

black fox cape **$89.50.**

Two thick lush bands of dyed red fox (black), has hook and eye closing in front.

Catalog on request *no c.o.d.* *fed. tax & p.pd.*

is our newest silk chiffon nightgown with bed jacket . . . delicately printed in exquisite fall shades of multi colors.

Long gown (32-38) $31.00;

Short gown (32-38) $27.00;

Jacket (S. M. L) $26.00;

post paid.

Kerge's 576 Madison Ave., N. Y. 22

Drink Your Vitamins

Get slim. Stay slim. Feel good. Look good. Enjoy it all with *naturally fresh* delicious juices, *full* of the essential vitamins & minerals as nature intended them. Makes unlimited quantities of frothy, clear fruit & vegetable juices. Pulp and roughage removed *automatically*. ½ H.P. A.C.-D.C. motor. (Lifetime lubrication.) Available at our store. Also shipped prepaid to all parts of U.S.A. Shipping wgt. only 13 lbs. $89.95 ppd. Guaranteed. Free literature upon request.

Kubie Health Shop, Inc.
"THE DIETER'S PARADISE"
136 E. 57 St., New York 22, N.Y.

SHOULD YOU RETURN TO THE STONE AGE?

But of course, darlings. And how marvelous this one's going to be.

STONE-WARE MUGS,
Set of 4 Gift Boxed ..... postage pd. **$4.95**
Pitcher available ..... postage pd. **$5.95**

No spears will be thrown; just holiday parties. No battles; just victories.

Warm your guests into holiday spirit; glug them, toddy them, coffee and tea them with our stone-ware mugs.

Wonderfully subtle in misty charcoal gray, downy eggshell white, and splashingly muted turquoise. So right now, write now. *By mail from*

MICHAEL MALCÉ...
35 West 8th Street . . N. Y., N. Y.

GIVE . . . or enjoy at home
FAMOUS STEAKS
served by America's luxury restaurants!

You can't buy them in *any* market. Pfaelzer's U. S. Prime filet mignon is served in America's finest restaurants, hotels and clubs. Tender and flavorful . . . aged to mellow perfection . . . a wonderful gift for friends or family. Quick-frozen; perfect arrival is guaranteed! Allow two weeks for delivery. Attractive gift box.

Box of 16 Filet Mignons 6 oz. ea., 1½" thick **$33** Railway Express Prepaid

Write for free book of menus and many other Pfaelzer gift items.

PFAELZER BROTHERS (*pronounced FELZER*)
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©1960 Pfaelzer Brothers

British House & Garden's NEW
WINE BOOK

An attractive, illustrated book with 30 chapters, each one brief, informative, and written by an expert. Covers major European wines, brandy, liqueurs. The WINE BOOK is the perfect introduction to choosing, serving and enjoying wine.

Price: $1.00, postpaid, and we pay all postage charges. Your book will be sent direct from England. Allow 4 weeks for delivery. N.Y. residents add 8% sales tax. Send order and remittance to: **House & Garden, Dept. VN, Greenwich, Conn.**

. . . seasonal gear

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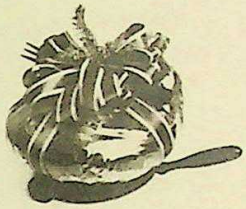

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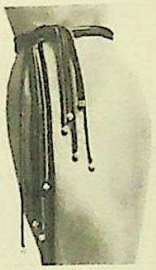

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SHANNON

1. Traditional baked Virginia hams for Christmas entertaining, for buffet suppers: the meat is cured, smoked, aged nearly a year, cooked in wine and sugar. Bone-in hams range from 8 to 15 lbs.: $1.89 a lb. Boneless (7 to 9 lbs.), $2.89 a lb. Jordan's Old Virginia Smokehouse, 1427 E. Cary St., Richmond, Virginia.

2. Salad stash: a hardwood bowl on a base, loaded up with fork and spoon and these condiments: Trader Vic's dressing; MaiKai seasoning; Dijon mustard; capers; anchovies; garlic croutons; olive oil; red wine vinegar. By Cresca, $17.50. Altman's, 361 Fifth Ave., N. Y. 16.

3. Shoestring belts to wear by the fistful: rouleaus of delustered satin, trailing rhinestone bobbles. Almost any bright colour, or black. By Colony, $2 each. Lord & Taylor, 724 Fifth Ave., New York 18.

4. Handy resting place for a fishing line, weight and hook . . . a red wood fish, [illegible] Phoebe Widmer, [illegible] 602, Bryn Mawr, Pennsylvania.

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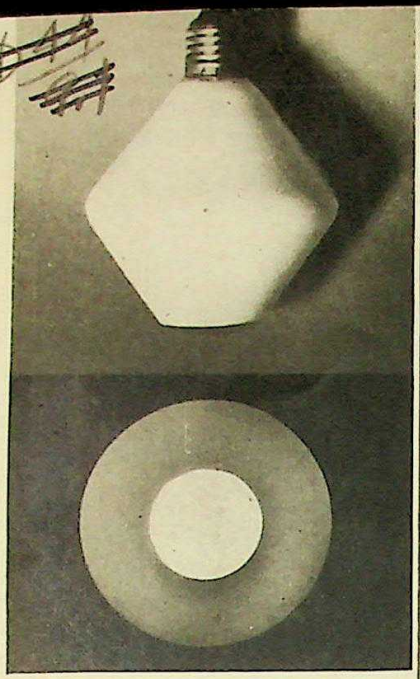
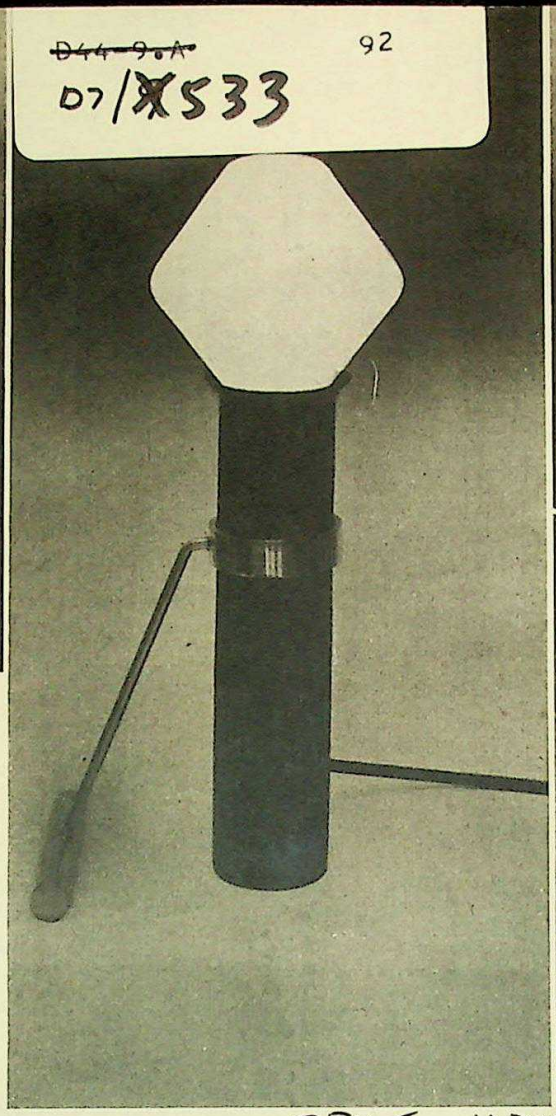
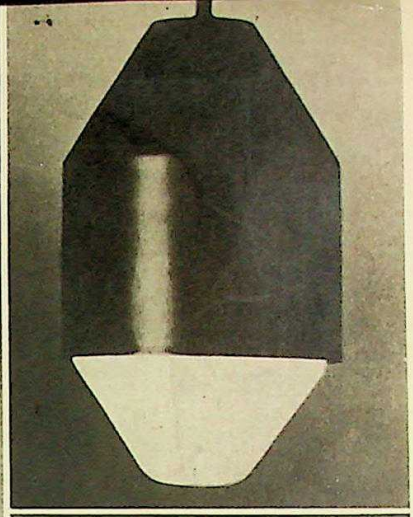
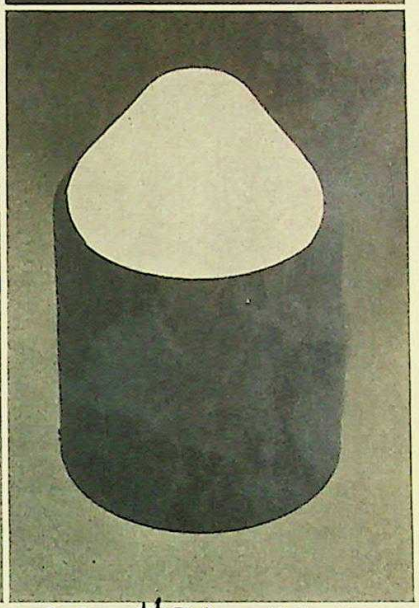








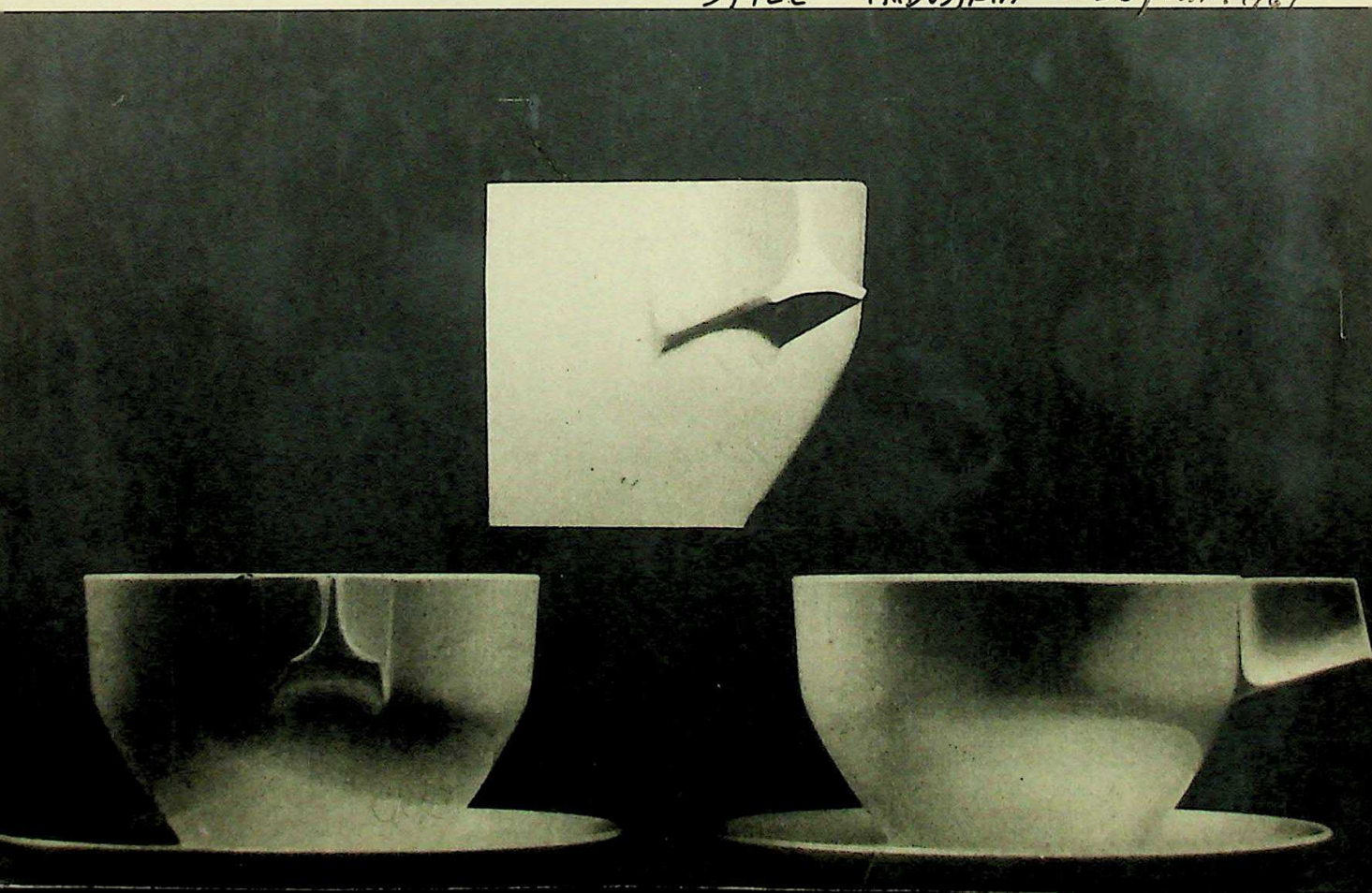
Qui a lato alcune possibili applicazioni del nuovo globo a incandescenza studiato per la Philips da Tapio Wirkkala. Il volume ingigantito ed il vetro opalino consentono di evitare l'applicazione di un paralume.

At the side are some possible uses for the new incandescent bulbs made for Philips by Tapio Wirkkala. The greatly increased size and opaline glass make it possible to do without a lampshade.

TS
149.58

STILE INDUSTRIA #30, JAN. 1961

42



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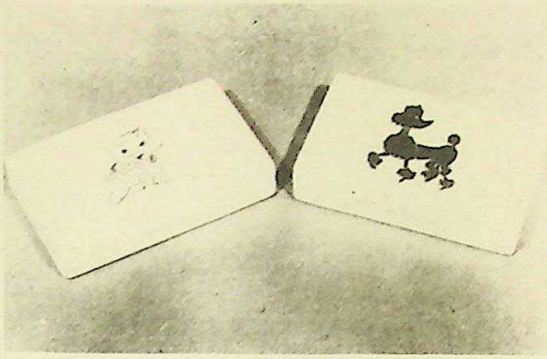
SPRING MARKET CONTINUED

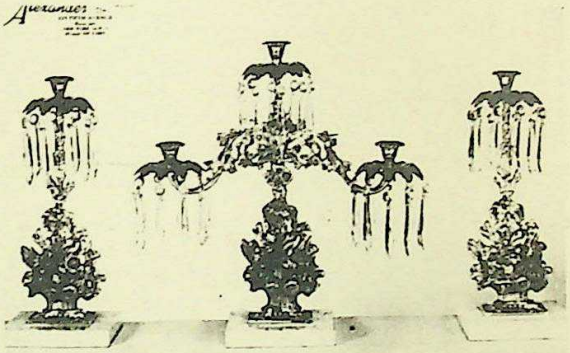
ALL MERCHANDISE SHOWN IS ON VIEW AT 225 FIFTH AVENUE

New six-quart Marmite by Pfaltzgraff Pottery retails for $10 and is in popular brown drip glaze. Shown by Walter Crowell.

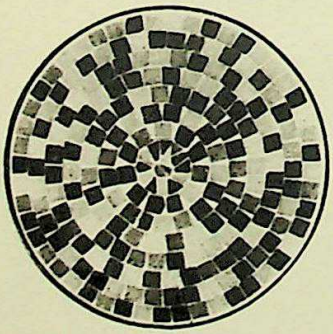


Toni Tissue Boxes of high impact plastic come with poodle or kitten designs in black with rhinestones on white, yellow, blue, or pink. The $1.50 sellers hold individual packets of tissues. By Leeds of California, at Robert L. Turner.

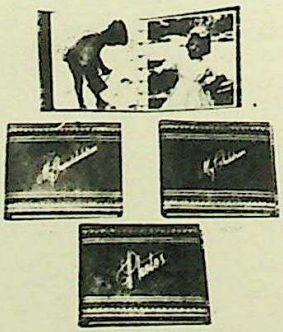
New in Thermo-Temp line is Thermo-Mug, $5 set of 4, ret. Hand-woven rattan is inlaid between double walls: 8 colors available. VanDow-Fenton.



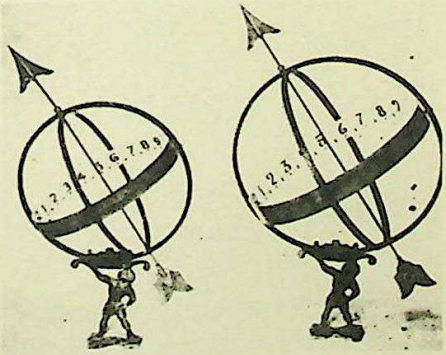
Three-piece Girondel set in solid brass with Italian marble bases and sparkling prisms retails for $55. Decorative motif is popular Basket of Flowers. The traditionally ornate set is offered by J. & H. Alexander.



Multicolored mosaic trays from Denmark in predominantly light blue or brown combinations are $5-$25 ret. for 5"-15" sizes. Svend Jensen of Denmark.



Leatherette photo albums by De Luxe Craft retail at $1.40 ea., and contain 10 pockets to hold 20 photos total. Shown by Kay Dillon.



Swedish wrought iron sundials with Pompeiian finish may be adjusted for any section of the country. Retailing at $44 and $35, they are 30" and 26" high. Introduced by William Streeter.

FEB. 1961

D7-533
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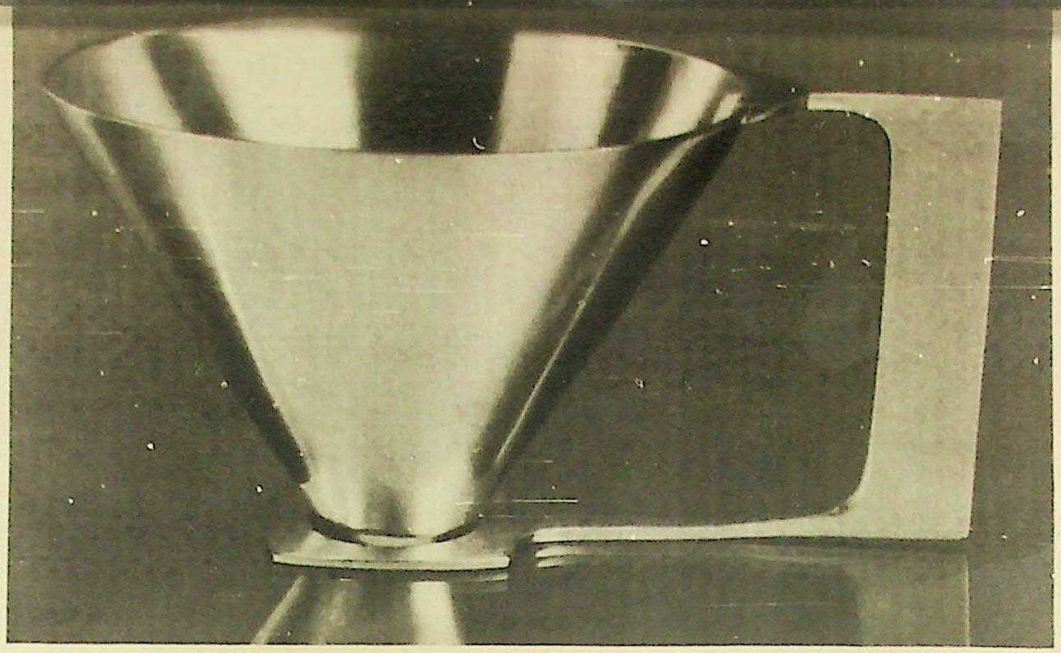


6 Armband in Gold. Entwurf und Ausführung Klasse Reiling, Stud. Blatsch

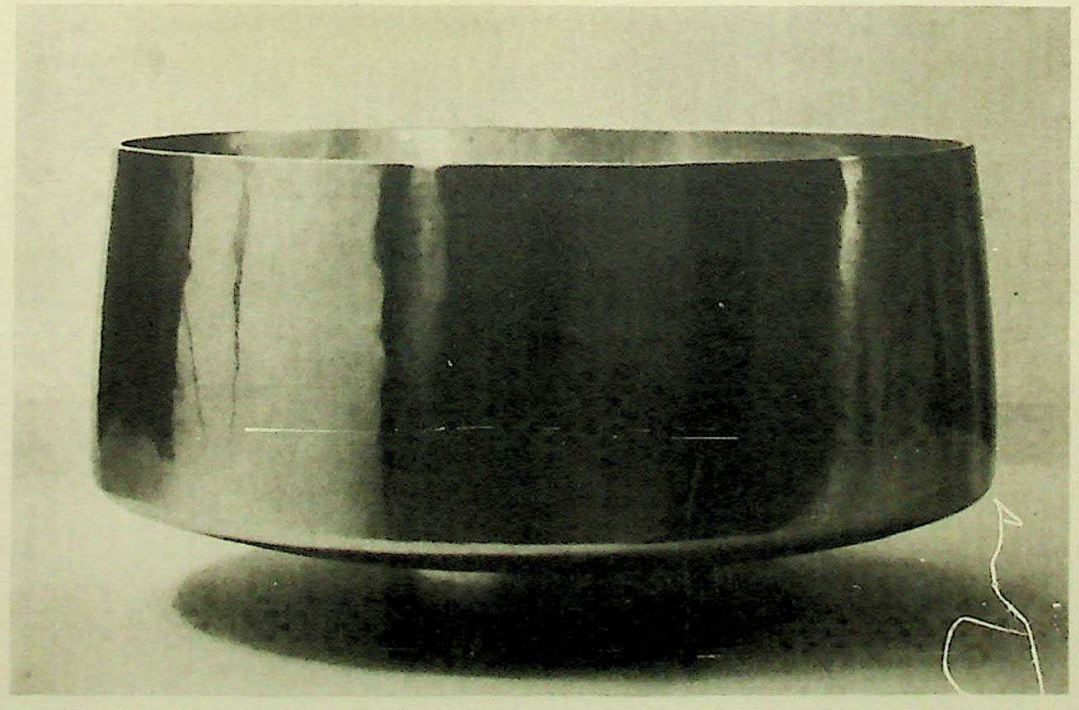
7 Armband für industrielle Fertigung. Entwurf und Ausführung Klasse Reiling, Stud. Blatsch

8 Armband, Silber, Schleuderguß, Entwurf und Ausführung Klasse Reiling, Stud. Seibert

9 Sahnegießer in Silber, Entwurf Klasse Reiling, Ausführung Klasse Augenstein, Stud. Seibert

10 Schale in Silber, Entwurf und Ausführung Klassen Ullrich-Augenstein, Stud. H. Knauss

10



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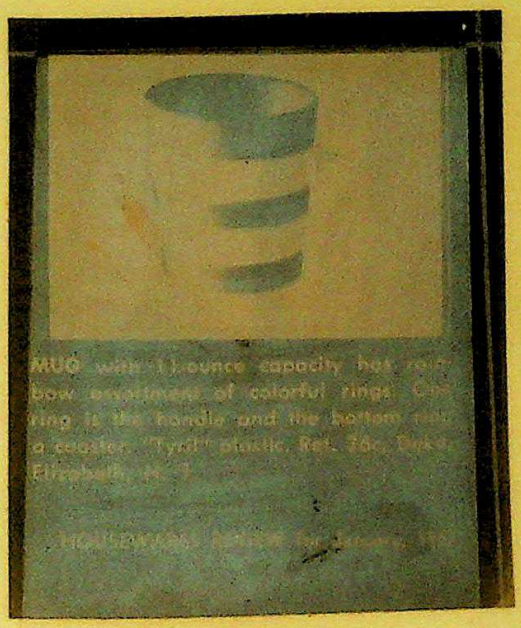
HOUSEWARES REVIEW
JAN. 1963
p. 118
LOWER RIGHT PANEL



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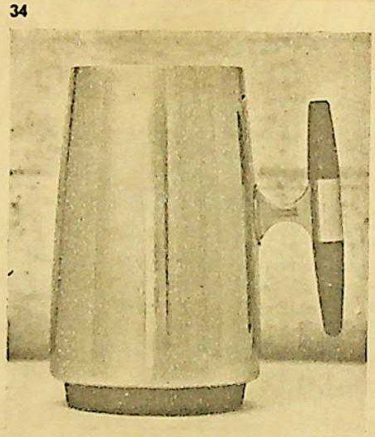
XD 7/~~8~~ 533

Tableware
Sept. 1963
p. 651
panel #34

34



A tankard in Swedish stainless steel with a new type grip handle from Courtier Co. Ltd.
34

D7/9 ~~AR~~ 533

~~220-94.A~~

GREAT BRITAIN
#970,657

970657 COMPLETE SPECIFICATION

1 SHEET This drawing is a reproduction of the Original on a reduced scale

Fig. 1.

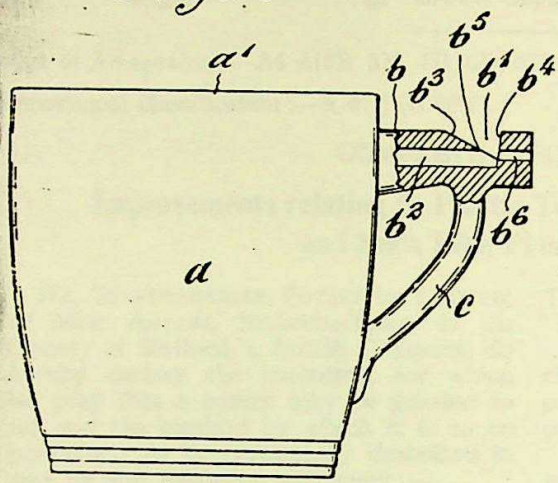


Fig. 2.

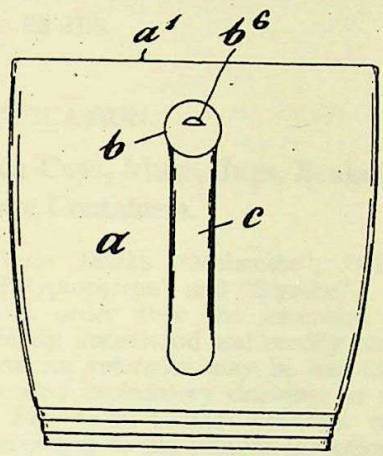
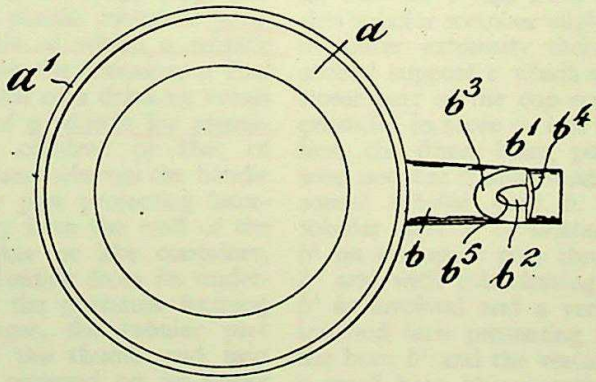


Fig. 3.



from 220-94A

PATENT SPECIFICATION

970,657

DRAWINGS ATTACHED.

Inventor:—EDWARD CARRYER BOWERS.

970,657

Date of filing Complete Specification : Oct. 15, 1962.

Application Date : Oct. 18, 1961. No. 37301/61.

Complete Specification Published : Sept 23, 1964.

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GT. BRIT.
DIV. 460
Q 220

Index at Acceptance :—**A4** A(2B, 3M, 4D, 6D, 6H); **G5** JB5.

International Classification :—A 47 j (G 08 f).

COMPLETE SPECIFICATION.

Improvements relating to Plastic Tea Cups, Mugs, Jugs, Beakers and Such Like Plastic Containers.

We, STAFFORDSHIRE POTTERIES LIMITED, of Meir Airport, Stoke-on-Trent, in the County of Stafford, a British Company, do hereby declare the invention, for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be particularly described in and by the following statement:—

The present invention has relation to plastic tea cups, mugs, jugs, beakers and such like plastic containers for drinking purposes, and has for its object to increase their utility in a simple and efficient manner particularly where such containers are used by children.

According to the present invention there is provided a plastic tea cup, mug, jug, beaker or such like plastic container within the plastic handle of which a whistle is incorporated giving the container a dual purpose, primarily that of a drinking vessel and secondly that of a whistle for amusement purposes by children or that of attracting attention and wherein the handle comprises a tubular part projecting laterally and horizontally from the wall of the cup, mug, jug, beaker or like container, an arched support leading from its underpart to the wall of the container forming a loop for the finger, the tubular part forming a rest for the thumb and said tubular part being recessed on its upper part laterally and obliquely to leave open its centre bore, the oblique part presenting an edge with the centre bore adjacent which the wind of the person blowing from a protruding extremity of the tube impinges to give the whistling effect. The plastic properties prevent or reduce the incidence of fracture and the plastic bodies may be those known under the Registered Trade Marks "Melamine", "Makrolon", "Polypropylene" and "Styrene".

In order that the invention may be clearly understood and readily carried into practice reference may be had to the appended explanatory drawings in which:—

Fig. 1 is a side elevation of a cup according to the present invention.

Fig. 2 is a rear view; and

Fig. 3 is a plan.

The invention will be described as applied to a cup from which its application to any analogous article will be readily understood. Projecting horizontally from the wall of the cup a at a position slightly removed from the top edge a^1 is a tubular member b and from the lower part of this tubular member slightly removed from its outer extremity there is provided an arched support c which connects with the lower part of the cup so that a handle is provided in more or less normal configuration, the finger being placed through the loop and the thumb resting upon the horizontal tubular part b. The horizontal tubular part b is slotted transversely at b^1 on its upper part through to the bore b^2 and with this slotting an inclined face b^3 is involved and a vertical face b^4, the inclined face presenting an edge b^5 with the bore b^2 and the vertical face b^4 having a small bore b^6 connecting with the main bore immediately opposite the aforesaid edge. The upper part of the handle therefor constitutes a whistle and when a protruding part is applied to the mouth and subjected to wind pressure a whistling sound can be obtained by virtue of the air striking the aforementioned edge.

The manufacture of the handle can advantageously be carried out by making it

[*Price* 4*s*. 6*d*.]

in two halves one on each side of a vertical plane passing through the entire handle. These halves are subsequently joined together and the handle attached to the wall of the cup. Alternatively cup and handle may be made in halves which are subsequently joined.

WHAT WE CLAIM IS:—

1. A plastic tea cup, mug, jug, beaker or such like plastic container within the plastic handle of which a whistle is incorporated wherein the handle comprises a tubular part projecting laterally and horizontally from the wall of the cup, mug, jug, beaker or like container, an arched support leading from its underpart to the wall of the container forming a loop for the finger, the tubular part forming a rest for the thumb and said tubular part being recessed on its upper part laterally and obliquely to leave open its centre bore, the oblique part presenting an edge with the centre bore adjacent which the wind of the person blowing from a protruding extremity of the tube impinges to give the whistling effect.

2. A plastic cup, mug, jug, beaker or such like plastic container as herein described and illustrated in the accompanying drawings.

LEWIS W. GOOLD & CO.,
Chartered Patent Agents,
5 Corporation Street,
Birmingham 2,
Agents for Applicants.

Abingdon: Printed for Her Majesty's Stationery Office, by Burgess & Son (Abingdon), Ltd.—1964.
Published at The Patent Office, 25 Southampton Buildings, London, W.C.2,
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~~D44-29.J~~ 92
D 7/8533

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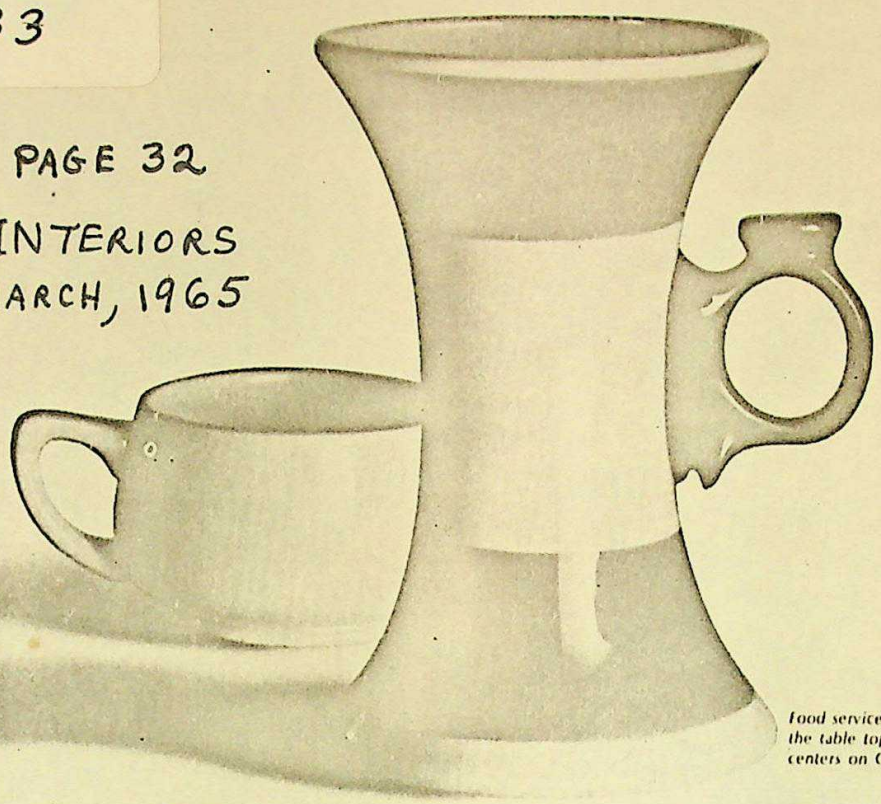
 Gift and Decorative Accessories Buyer

92
XD7/533

PAGE 32
INTERIORS
MARCH, 1965

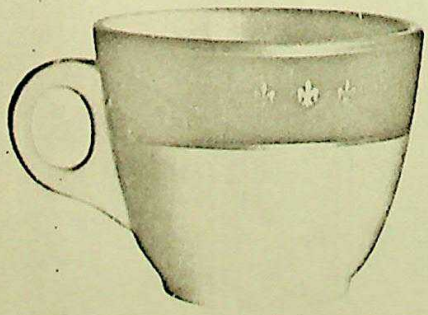


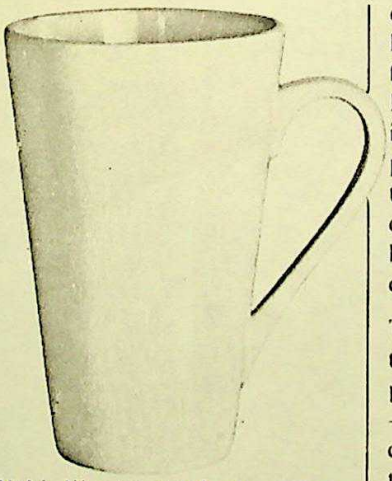
Food service decor centers on the table top. Table top decor centers on China — by Mayer

If you're looking for excitement in your cups, look to china by Mayer

WHEN you're in your cups (from a design standpoint), remember this: Mayer China has

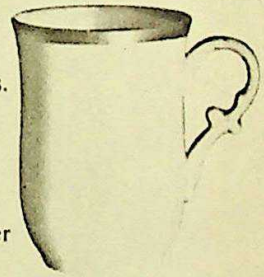
created more special cup designs than anyone else. We understand cups. And we understand design.



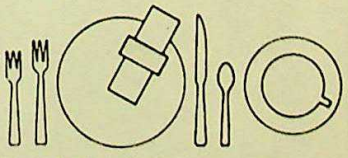


We'd like to work on yours. There's design excitement and food merchandising excitement in special cup designs.

You see here a sampling of just a few of the more interesting cups Mayer has made for designers. In cups, as in every phase of table top decor, Mayer helps smart designers create smart table tops.



There's no shape too odd, no color too difficult, no design too complicated. Mayer has the capacity — and the interest — to work closely with you. Look to the table top. Look to Mayer.



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Do you have a current project that calls for special china design? Call for Mayer . . . the china that understands design and designers.

Mayer China, PO Box 561, Beaver Falls, Pa.

92
D7-9533 1-1966

LOS ANGELES

Kathleen Whalen reporting

Weather dampens holiday sales; May Co. pushes new Teflon process

Despite severe pre-holiday rainstorms at the outset of the Christmas shopping season, which plummeted retail sales as much as 60 per cent off in some stores, business, generally was brisk as the weather cleared, after five days of continuous deluge.

Teflon ware, hot trays and small electrics were in heavy demand as gift items, and the debut of the new Match-O-Matic butane gun of National Silver Co. as a novel gift selection received good promotion. Tagged at $9.95, the item made its appearance in most housewares departments including the May Co.'s 12 outlets, and in David Orgell's Beverly Hills, Sherman Oaks and Farmers Market stores, and was well received.

The May Co., in addition to its regular Teflon stock, held a special introductory promotion of the new Teflon bonding process developed by Boeing Co. for Revere Copper & Brass, Inc. The process called Perma Loc, permits use of metal spatulas and other utensils without damaging the Teflon surface. May Co. offered fry pans in two sizes, 10" and 12" for $9.95 and $13.50, respectively. May Co. also pushed the Knapp-Monarch portable Redi-Oven with Bak-a-Matic timer at $29.88. Price included a cooking and baking pan, six-foot cord and, as a "bonus gift", an hors d'ouevre dish and server by International Silver and coupons redeemable for frozen foods.

These new insulated Thermo-Serv® MUGS MEAN BUSINESS!

See these new mugs and the complete line of Thermo-Serv insulated ware.
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Now's the time to cash in on this new, high turnover, high quality mug from Thermo-Serv. Great for all beverages hot or cold. Soups, too. Available in 6 bright patterns open stock, solid colors handsomely gift-boxed in sets of six. Big 10 oz. capacity. Four different handle designs. Shock resistant and top rack dishwasher safe. Contact your Thermo-Serv distributor, or write West Bend Thermo-Serv, Inc., Anoka, Minnesota.

West Bend Thermo-Serv, INC.
ANOKA, MINN. 55303
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MINNEAPOLIS-ST. PAUL

Ken Berglund reporting

Sears snow throwers roll; Ward hits with fireplace furnishings

Winter needs, both indoor and out, set the pace for houseware promotions in Minneapolis and St. Paul during year-end campaigns.

Sears rolled out full-page ads devoted to snow throwers. Craftsman 18" self-propelled models were tagged at $149.95. Push type, 15" models were priced at $99.95. Other models ranged up to $315.95.

Montgomery Ward stressed its "decorator fireplace". The nine-piece set (fireplace, accessories, log) was priced at $275. A 10-inch dual arm saw for the home workshop was promoted at $239.

Shoppers City, a discount center, featured home improvement specials with a do-it-yourself mirror kit promoted at $14.88. The carton of 12" x 12" mirror tiles makes a 36" x 48" mirror. Weatherstripping for doors was listed at $2.95 for 32 inches.

Dayton's drew traffic with coordinated bath sets. Detecto groupings included

HF6201 H8H6

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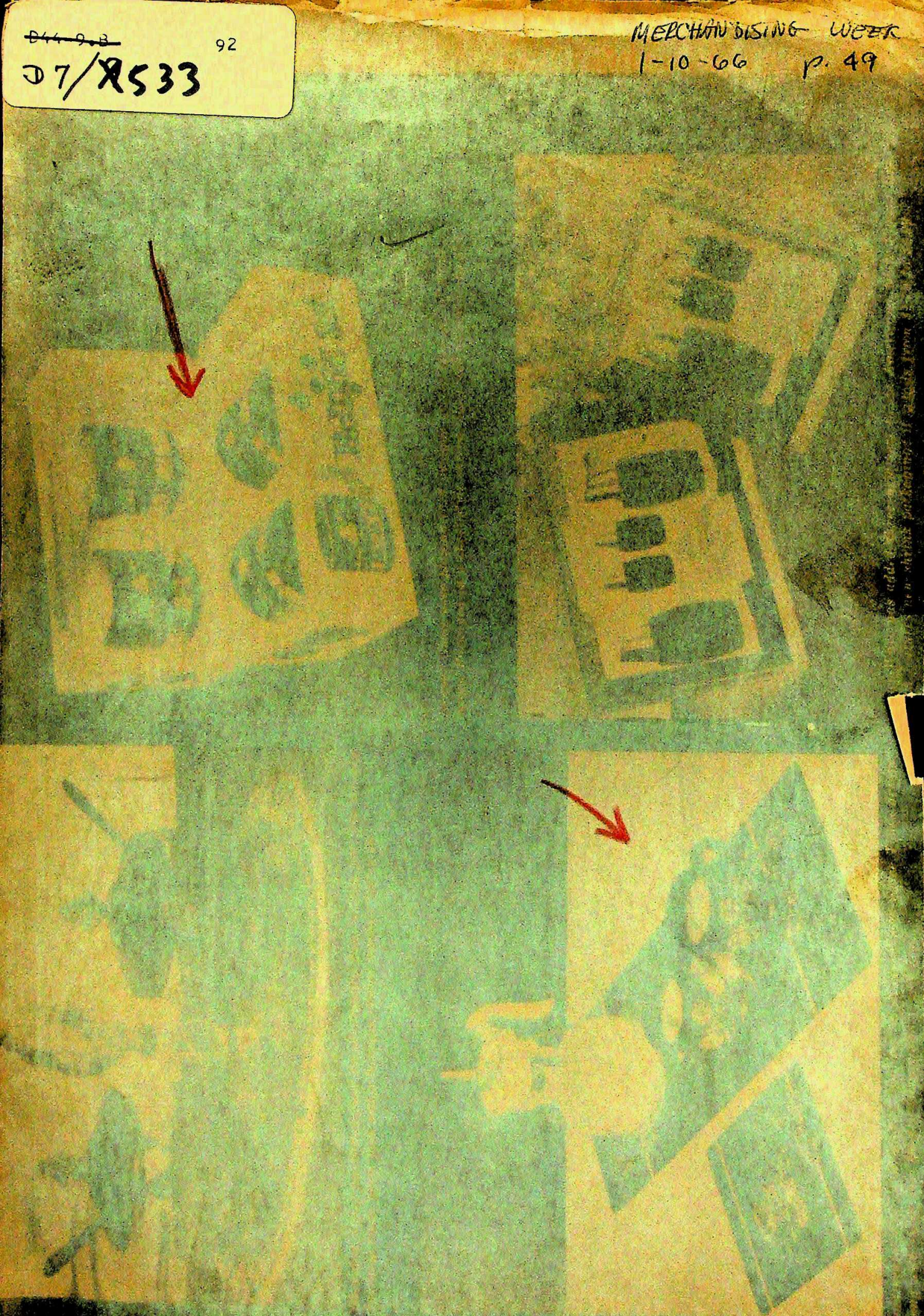
D7/R533

MERCHANDISING WEEK
1-10-66 p. 49



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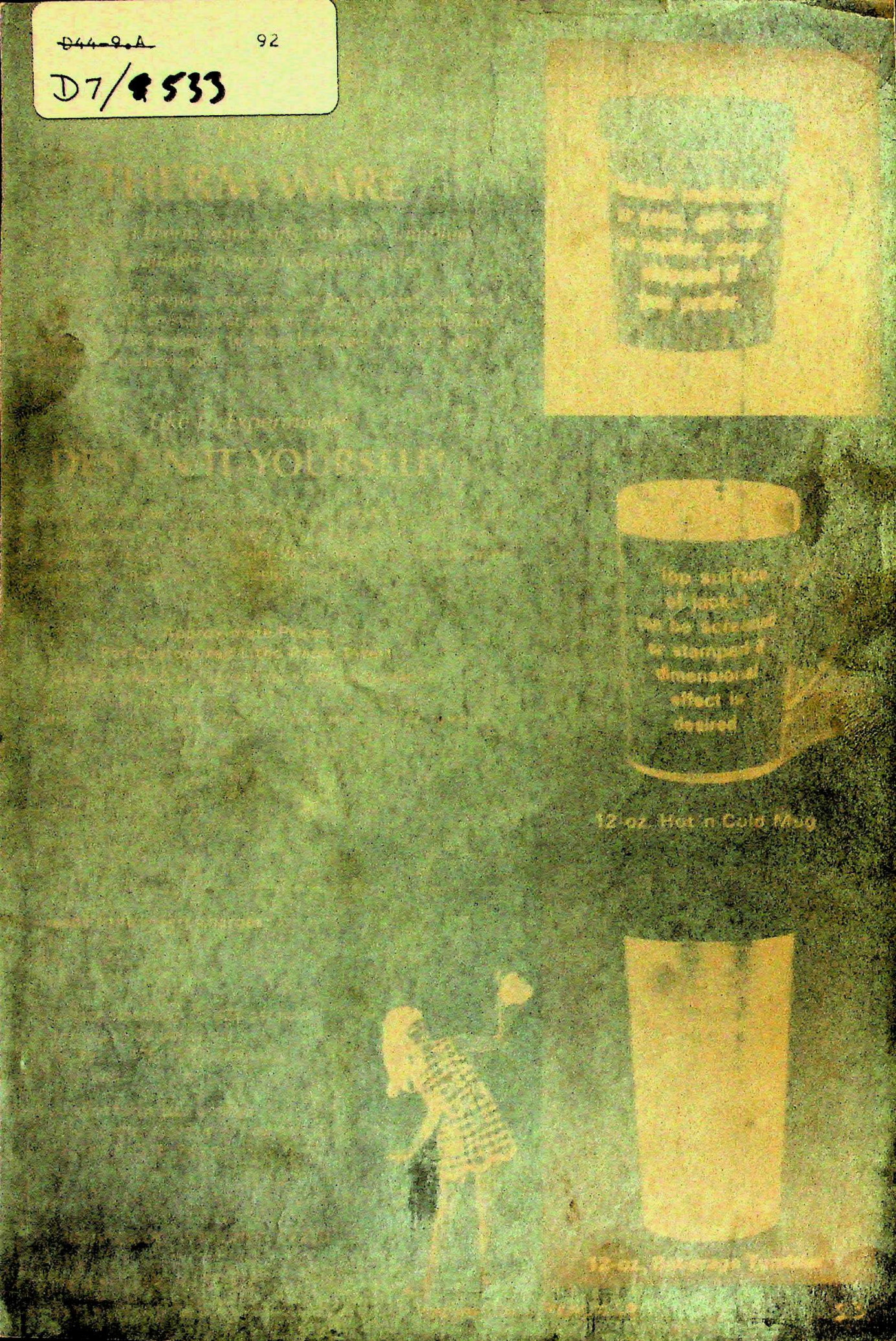

Supplement to Home Furnishings Daily, Advertisement May 25, 1971

IT'S NOT THE SAME OLD CHAZZERI*

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92
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D 7/9
3554533

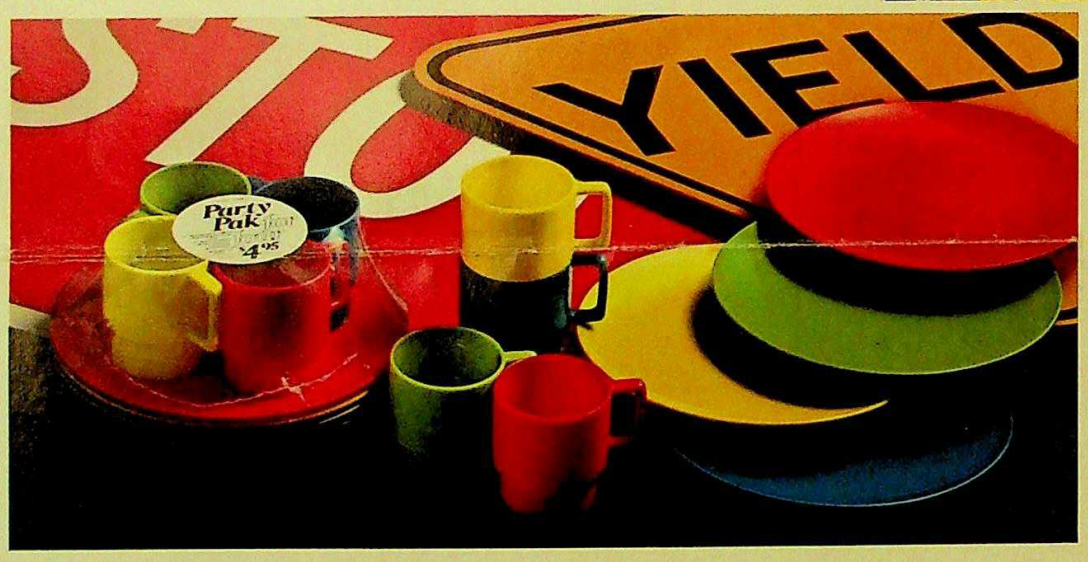
TEXAS·WARE

*ha-zah-rye' /n (YIDDISH):
ethnic colloquialism meaning "same old junk."
Pattern shown Blaze.

TEXAS·WARE: POSITIVELY UNORTHODOX!

The Smug, our newest stainproof thermoplastic mug that acts like a cup when paired with its own high-flying saucer. It's part of a whole racy line of new patterns that move so swiftly they won't stay on your shelves long enough to come of legal age.

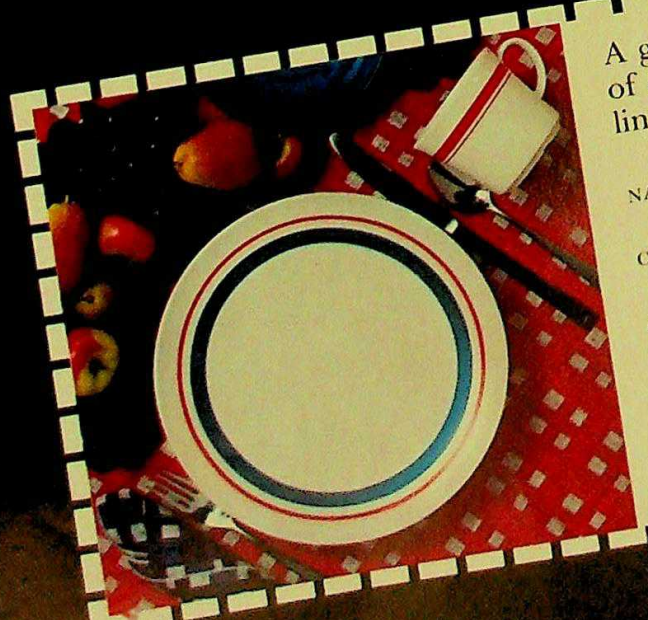
Patterns, from top left to bottom: Verdis, Blue Spring, Dinky Daisy, Stars and Bars.



YIELD TO THE PARTY PAK

You can't beat this one in traffic. It has fast pick-up and a neat way of running away with volume sales (each pak entertains 4 at pennies per serving.) Stock it—and you can write your own ticket.

ENJOY! ENJOY! FREE PLACE SETTING WITH THIS COUPON



A great chance to put us to the test. We'll also include a complete set of full-color brochures that will show you the full depth of our new lines. Mail the coupon now.

NAME _____

COMPANY _____

ADDRESS _____

DEPT. NAME AND NO. _____ STATE _____ ZIP _____

CITY _____

One place setting per coupon. Offer extended only to bona fide buyers.

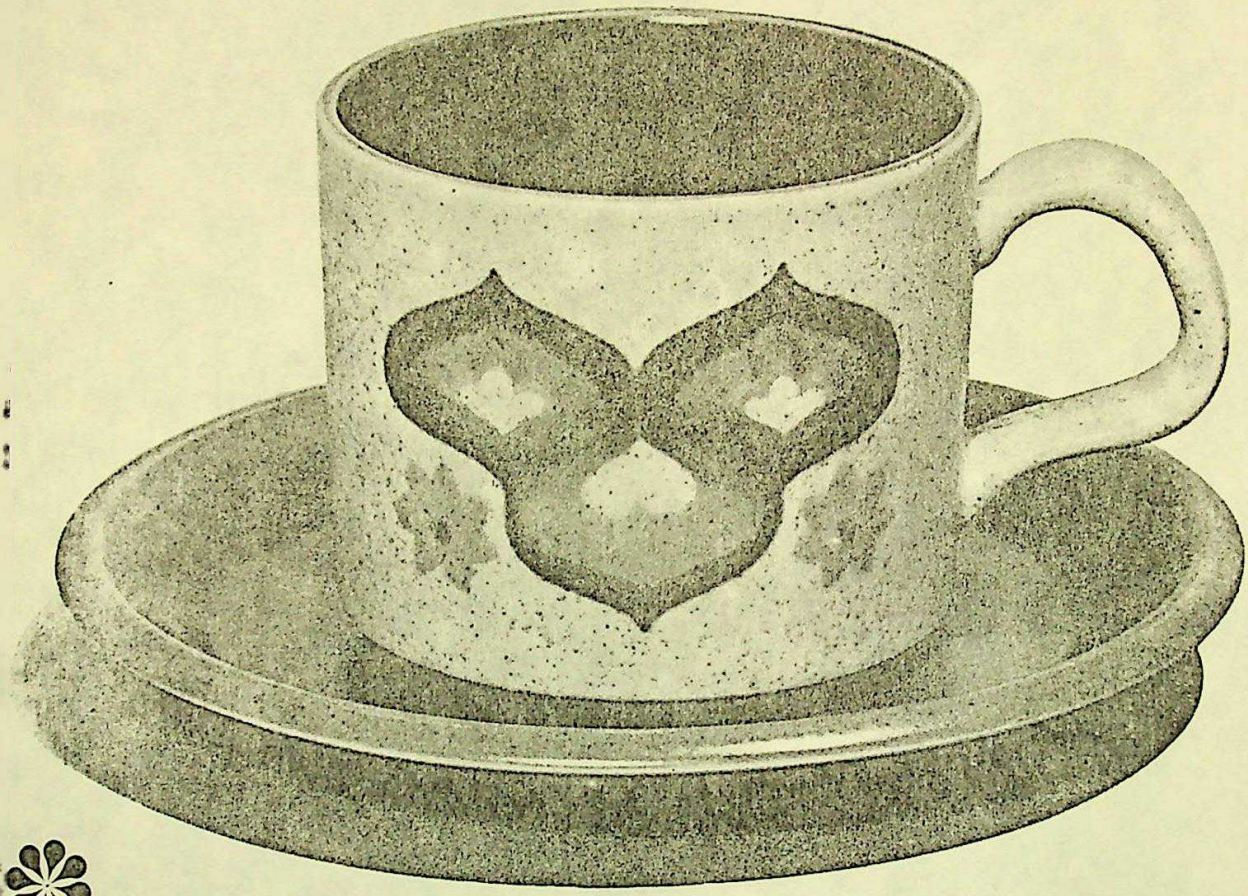
TEXAS·WARE

Plastics Manufacturing Company
2700 S. Westmoreland, Dallas, Texas 75224

D7/533

FEB. 1973
p. 29

Kalabar from Palissy



Kalabar is the first of a new generation of tableware to come from Stoke-on-Trent.

For the latest developments in this series may we invite you to visit Stand D.1, Golden Mile Centre, Blackpool.

Oven and Casual Tableware from a Member of the Royal Worcester Group.

By Palissy, Longton, Stoke-on-Trent. England

92
D7/a533

5-27-71

SiLite china mugs won't break... because they're plastic!

They do look like china, even feel a lot like china. They just don't cost like china. Or break like china. And that makes them just about the most welcome news since the mug was invented! All three styles may be custom crested.

Unbreakable—Molded of highly impact resistant acrylonitrile.

Stainproof—Special formula fights food acids that cause staining. You can leave coffee in overnight, wash bone clean next day!

Scratchproof—Special surface treatment prevents scratching. Mugs look new for months!

Insulating—Plastic thermal quality keeps coffee hot, outside cool.

Washable—Commercially washable, no special handling or special racks required.

Drainholes in feet drain trapped water.

↑ **No. 330 Pedestal Mug**—5″ high, 7½ ounce capacity. Blue, gold, chocolate, white, avocado and burnt orange.

No. ARR207 Footed Mug—3½″ high, 9 ounce capacity. Arrowhead white, tan, green, yellow. →

↓ **No. ARR507 Footed Mug**—4″ high, 9 ounce capacity. Arrowhead white, tan, green, yellow.

(mugs shown ¾ths actual size)

SiLite Inc.
2600 N. Pulaski Road, Chicago, Ill. 60639

PRINTED IN U.S.A. FORM NO. S-307

05-27-71

XD7/9 533 UXr

The newest once-in-a-lifetime idea from Sweetheart:

8 37 Mar 1, 1972
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Volume Feeding

Mug Cup.

Like all great Sweetheart Single Service products, our new Mug Cup™ is a thing of beauty that won't last forever.

That's right, it's disposable.

Your customers will enjoy their coffee and hot drinks more from this beautiful new "first" from Sweetheart.

And you'll enjoy all the benefits of disposables. In fact, our new Mug Cup has only one liability: it's got so much going for it, you might not want to throw it away.

Why not send for our free Mug Cup sample pack. It's just one more great idea from Sweetheart that's not worth keeping.

Sweetheart Plastics is the sweetheart of single service.

SWEETHEART PLASTICS, INC. A DIVISION OF MARYLAND CUP CORP. WILMINGTON, MASSACHUSETTS 01887

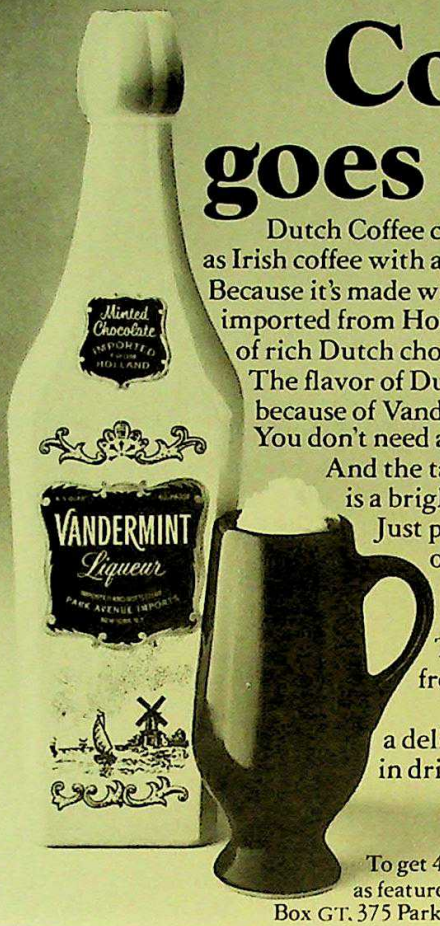
CIRCLE 41 ON READER REPLY CARD

D7/R533

GOURMET APR., 1973 p. 69

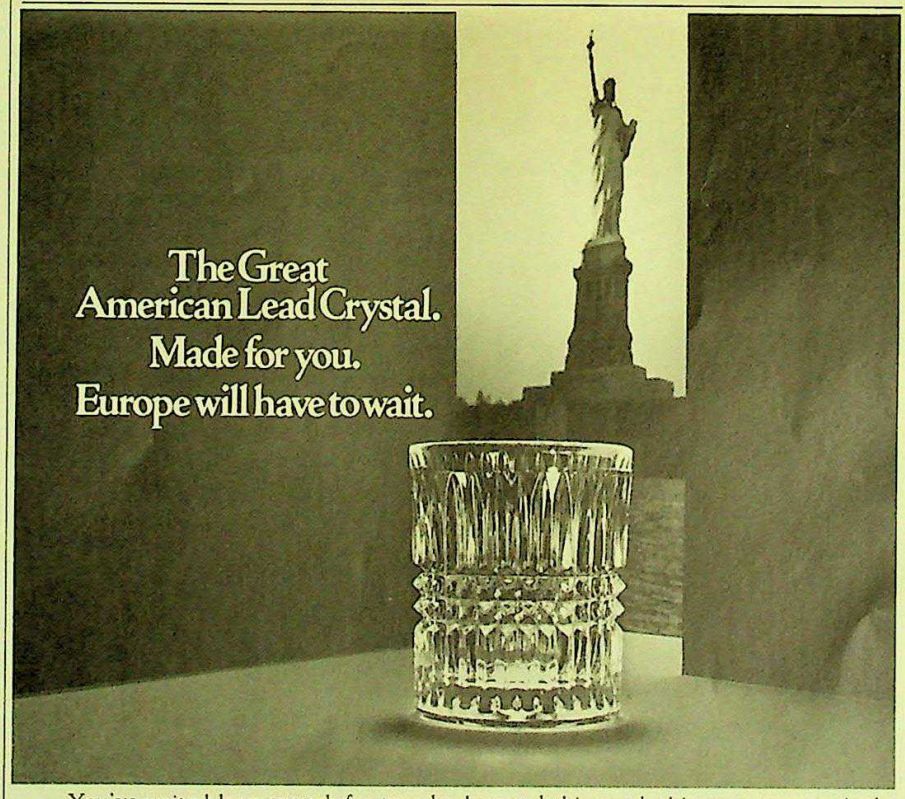
Imported and bottled by Park Avenue Imports, 375 Park Avenue, New York City. 60 Proof.

Coffee goes Dutch.



Dutch Coffee can best be described as Irish coffee with a continental flair. Because it's made with Vandermint Liqueur, imported from Holland—an exquisite blending of rich Dutch chocolate and tangy mint. The flavor of Dutch Coffee is smooth because of Vandermint's blending. You don't need any sugar. And the taste that comes through is a bright mint one. Just pour 1½ oz. (or to taste) of Vandermint into a cup. Add hot coffee. Top with whipped cream. That's it, a delightful change from Irish Coffee. Vandermint is also a delicious liqueur all by itself, in drinks or recipes.

To get 4 earthenware Dutch Coffee mugs, as featured, send $3.50 to Park Avenue Imports, Box GT. 375 Park Avenue, New York, New York 10022.



You've waited long enough for true lead crystal this good, this easy to own. And made in America. With a high lead content recognized by European standards. Catching and playing with light as only deep faceted crystal can. Lead crystal. By Fostoria, of course. We've been working on your crystal since 1887. The crystal of America.

Fostoria

We've been working on your crystal for 86 years

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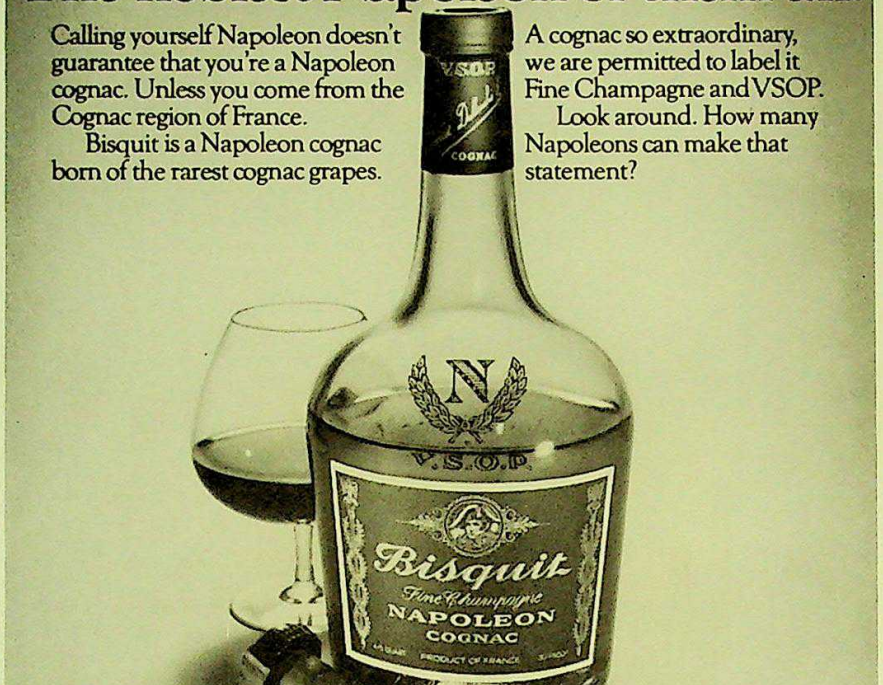
The noblest Napoleon of them all.

Calling yourself Napoleon doesn't guarantee that you're a Napoleon cognac. Unless you come from the Cognac region of France.

Bisquit is a Napoleon cognac born of the rarest cognac grapes.

A cognac so extraordinary, we are permitted to label it Fine Champagne and VSOP.

Look around. How many Napoleons can make that statement?



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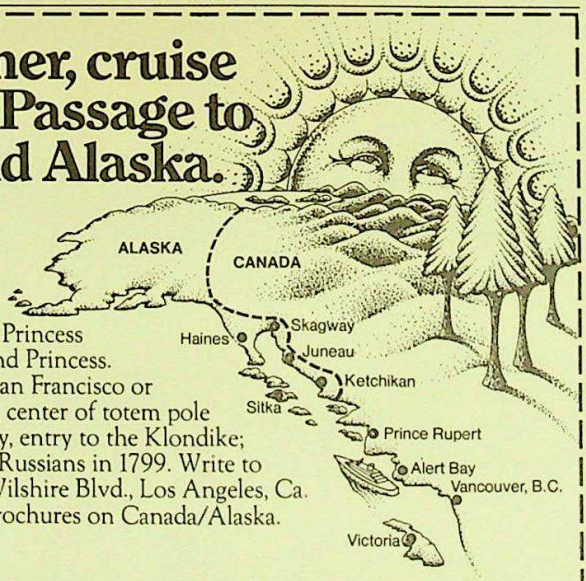
This summer, cruise the Inside Passage to Canada and Alaska.

No other ocean route matches the spectacular natural beauty of the Inside Passage. And no other ships match the luxury of our glamorous Princess Italia or elegant new Island Princess. Sail from Los Angeles, San Francisco or Vancouver to Ketchikan, center of totem pole country; Juneau; Skagway, entry to the Klondike; and Sitka, settled by the Russians in 1799. Write to Princess Cruises, 3435 Wilshire Blvd., Los Angeles, Ca. 90010 for our colorful brochures on Canada/Alaska. Or see your travel agent.

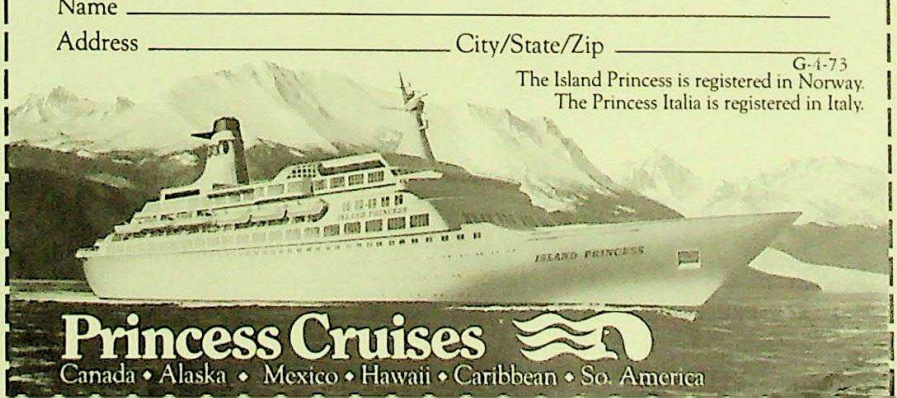


Name _____

Address _____ City/State/Zip _____

G-4-73

The Island Princess is registered in Norway.
The Princess Italia is registered in Italy.



Princess Cruises

Canada • Alaska • Mexico • Hawaii • Caribbean • So. America

D7-9533

Mustachioed gentleman adorns mustache mug in assorted combinations, $3. Fitz and Floyd, 2040 Dallas Trade Mart, Dallas.

GIFTS & DECORATIVE ACCESSORIES

AUGUST, 1973

Gifts for The Mustache

p. 118

Jumbo mustache set: cup/saucer, salad plate, in hand-painted ceramic. $18 and $5.50. Rosa Golub, 41 Madison, New York.

What did Victorian gentlemen with mustaches do about drinking beverages? They invented the mustache cup, and here is its 1973 equivalent. It has a mustache guard and a witty look, too. And mustaches are here to stay . . .

Old-time print on giant-sized mug with mustache guard. $5. Edwin Jay-Hoffritz, 225 Fifth Ave., New York 10010.

Earthenware mug with mustache guard in dark or medium brown, oatmeal. $2. Faroy, 1133 Dallas Trade Mart, Dallas.

Humorous, stylized mustache on cup is an update of a Victorian mustache cup. Made of lead free stoneware, $4.95. The Earthworks Chandlers, 1021 R St., Sacramento, Calif.

D7/*
533

TABLEWARE INTERNATIONAL
FEB., 1974
P. 20

Odeon

Stately Homes

For further details and colour brochure please write direct to:-

Staffordshire Potteries Limited

Sales Department, P.O. Box 12, (Longton) Meir, Stoke-on-Trent, England. ST3 7AL

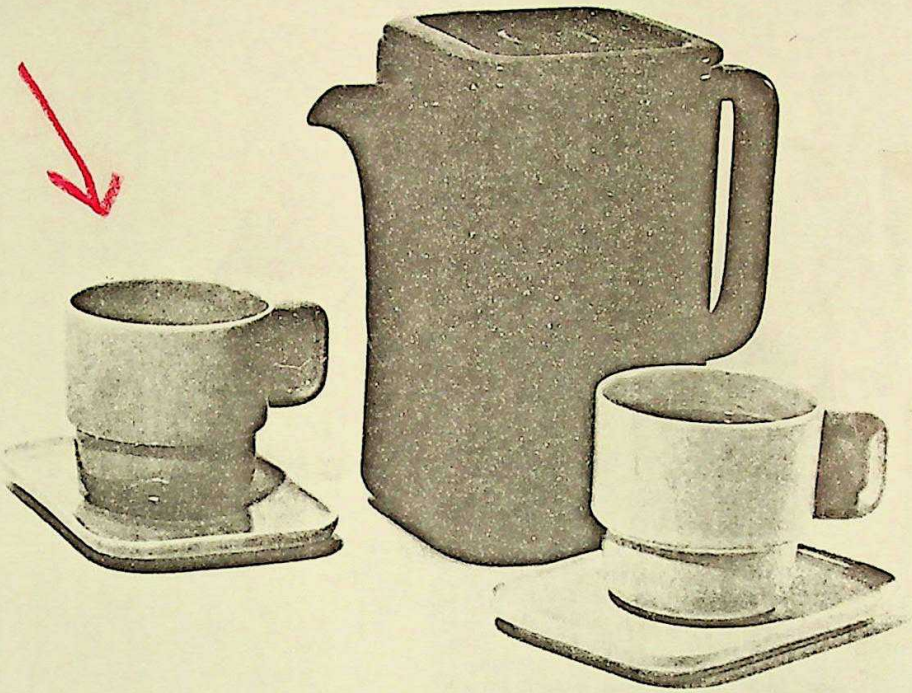
D7/8533

An articulated seat for boats, new track lighting which breaks out of the stamped-out mode, and a one-piece design that eliminates material waste exemplify the concern with solving problems of production.

MAY, 1974 p. 56
INDUSTRIAL DESIGN

1-3
Ceramic tableware designed by Minol Araki of Nol Industrial Design in Tokyo for PIPa Corporation. Introduced late last month, this line of tableware includes jars, trays, compotes, mugs, cups, saucers, a pitcher and a teapot as well as miscellaneous accessories. The jars are available in three sizes, two of which actually incorporate two jars, one stacked above the other. Cups are available as either demitasse or coffee, with a stemmed ceramic cup being offered to hold liquor. Available in white, yellow and blue, pieces range in price from $7 for a liquor cup to $26 for the larger stacking jar.

1



2

3

Hummelwerk Pewter Ages Gracefully

There is nothing so pure and genuine as a gracefully conceived piece of pewter.
From conception to acceptance, it lives on and as its patina grows, so does it grow on you.
It ages gracefully with so little care. Only *you* care about it.
Or a bride you know. A Father you love. Or you.

Available at fine stores everywhere.
From a modest price to a little higher.

Hummelwerk
Division of Goebel Art (GmbH), Inc.

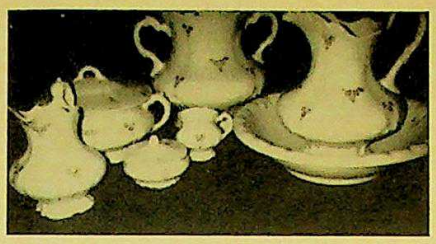
D7-533

HOUSE & GARDEN
P. 11 JUNE, 1974

Oriental elegance... in store for you.

This fine adaptation of a Chinese cabinet is from Henredon's Folio Eleven Collection. Every detail reflects outstanding craftsmanship—even to the solid brass hardware, replicas of Oriental originals. Inside, the ample drawers and movable shelves and partitions make this armoire a useful addition, as well as an elegant embellishment, to any room in your home. Of solid mahogany and

 continued from page 10

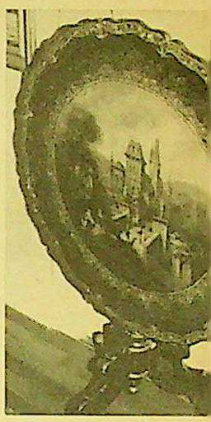


HAND-WASH

My washstand set is white with small clusters of flowers in g including a drawing of the mark appearing on the set in t you can identify it. *L.H.—Brunsu*

Your hand-wash set was made by the still existing Harker Co., which was started at East Liverpool, Ohio in 1840. was made after 1890, perhaps about 1900. The bow and arr the initials is a familiar Harker mark.

VICTORIAN TABLE



This antique table has mother-of-pearl inlay around the edges and a painting in the center. Is it possible to tell from the photograph anything of the table's origin? *A.S.—Laredo, Tex.*

Your painted, gilt tilt-top table inlaid with mother-of-pearl is of late Victorian English provenance. The circular panel painted with a cloyingly romantic scene would touch the heart of every Victorian.

AMERICAN SPOON HOLDER

This small silver bowl-bell belonged to my gre Can you tell me for what it was meant and abo these bowls were used? *E.B.—LaGra*

Your plated-silver table appointmen American Victorian spoon holder wit bell incorporated into its design. holders, toast racks, and other artic also made with call bells to satisfy torian fondness for improvisation.

AMERICAN CORNER CHAIR

My friends say my corner chair is English. I think it was made in America. Can you settle the point for me? *M.E.—Palm Springs, Cal.*

Your Queen Anne-style corner chair *was* made in America around 1740-1750. These chairs were introduced in the early 1700s in England, used in the library for reading or writing, and often called writing chairs.

SILVER HALLMARK

I hope you can identify my old pie server from the

GOURMET APRIL, 1975

D7/1533

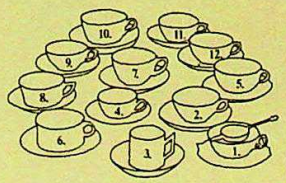
p. 23

People have been drinking tea out of our cups for 200 years.

We made our first cup for tea-drinkers at Royal Copenhagen in 1775. It belonged to our Design No.1 which we called Blue Fluted. Today, 200 years later, you can drink your tea from a Blue Fluted cup. It is still Design No.1. Blue Flower, equally old, is also very much "alive" and as popular as Blue Fluted.

For extra-special tea-parties, we have a cup, par excellence, in Flora Danica. The first one was made for a Russian Empress when Royal Copenhagen was 15 years old.

The Tranquebar cup, designed by Christian Joachim in 1914, is named after an old Danish colony in India. If you prefer a very modern cup, we would recommend our Blue Line and Domino. Newest of all is Whitepot. Royal Copenhagen has a cup for every occasion.



1. Blue Fluted, full lace
2. Blue Flower
3. Flora Danica
4. Tranquebar
5. Blue Line
6. Domino
7. Whitepot
8. Dagmar
9. Brown Rose
10. Gemina
11. Golden Basket
12. Frijsenborg

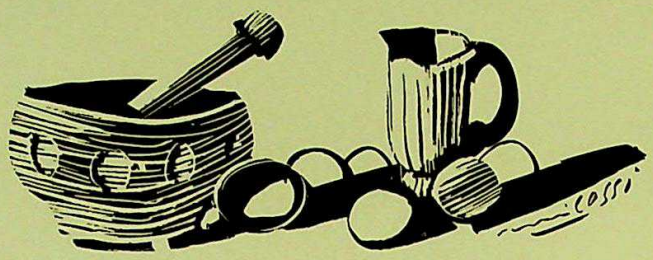
Royal Copenhagen has been making history for 200 years.

1775 1975

ROYAL COPENHAGEN PORCELAIN

Available at fine stores everywhere and from our shop.
573 Madison Avenue, New York 10022.

MEXICAN FRUIT AND



VEGETABLE COOKERY

By Richard Condon and Wendy Bennett

MEXICANS tend to be healthy, humorous, and full of bounce; their food has similar qualities. To cook and eat Mexican food is to celebrate sensuality. It is an aphrodisiac that excites one's passion for living. Yet for the most part Mexicans use few of the foods that are so widely accepted in Western society as being necessary. They eat relatively little meat, few dairy products, and rely mainly on their native vegetables and fruits. Even so, when the diet of the Otomi Indians of central Mexico was analyzed by the Massachusetts Institute of Technology, it was found to provide better nutritional balance than the diet of a group of United States town-dwellers who were surveyed simultaneously. Until the Spanish conquest in the early sixteenth century, cattle and sheep were unknown in Mexico, and the native wild peccary was the nearest thing to a pig. Although the Spaniards soon developed what were the largest cattle ranches in history, the Mexicans remained basically vegetarians who were rather indifferent to meat.

It is astounding to learn how many of the foods we take for granted were unknown in Europe before the conquest. Vegetables and fruits from the Americas that have enriched the cuisines of the Old World include corn, tomatoes, and cocoa; lima, string, and shell beans; peanuts; Jerusalem artichokes, pumpkins, squash, many varieties of chili peppers, and the dependable potato, which came in many sizes and colors; blackberries, raspberries, blueberries; guavas, avocados, and pecans.

As lovers of food Mexicans worshiped gods of corn, earth, rain, salt, pulque, and the sun. For them, food was clearly a gift from the gods; and the original Aztec creator gods, Ometecuhtli and Omecihuatl, the progenitors of all other gods, were known as the Lord and Lady of Sustenance.

Given raw materials that were simple and natural, Mexicans developed a cuisine with an imaginative range of flavors and scents imparted by herbs and condiments. The conquistadors were amazed by the culinary largesse of the Aztecs. Bernal Díaz del Castillo, writing in 1562 in *The True History of the Conquest of New Spain*, recalled the menus offered to the Aztec emperor: "For each meal, over thirty different dishes were prepared by [Montezuma's] cooks according to their ways and usage, and they placed small pottery braziers beneath the dishes so that they should not get cold."

When Mexican food is "hot" to the taste buds, a condition that prevails in perhaps one third of the cuisine, chilies are generally the source of the heat. Chilies appear to have been cultivated since very ancient times, and so it is surprising that no chili incumbent sat in the Aztec pantheon. The most widely used chilies are: *serrano*, small, green, and very hot, available fresh or tinned; *poblano*, larger, wide, and green, generally not very hot, available fresh or tinned (the tinned ones are known as "peeled green chiles"); *jalapeño*, elongated, green, quite hot, fresh or tinned; *chipotle*, long, brown, extremely hot, dried and tinned; *ancho*, wide, red, varying from nearly mild to hot, dried; *mulato*, broad, dark red, almost brown, pungent, dried; *pasilla*, slender, very dark red, very hot, dried; and *pequín*, very small, red, very hot, tinned.

Adapted from *The Mexican Stove* by Richard Condon and Wendy Bennett
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GOURMET MAY, 1975 p. 51

ond Avenue (between Fifty-second and Fifty-third streets), is a case in point.

Physically, the premises are pleasant enough in their unprepossessing fashion, but they hardly could be described as distinguished. There's a good deal of prefabricated paneling and leatherette upholstery, along with the sort of "hand-painted" but mass-produced oils of rain-soaked Paris streets that were *de rigueur* in New York City bistros a generation or so ago. Not the height of elegance, perhaps, but there is a *je ne sais quoi* about the place that inspires immediate confidence. On my first visit we hardly had been seated by the maître d'hôtel when my companion, caught in the aromatic slipstream of a plump, golden roast chicken being borne to a neighboring table, whispered, "I think I'm going to like it here."

"Have a look at *that*," I replied, nodding toward a massive chateaubriand just then being cut into serving portions. As the first thick, palpably tender slice curled away from the steak, revealing a Burgundy-colored center, hope was replaced by assurance. "I *know* I like this place," my friend murmured.

Tempting as the chateaubriand looked, it had to be ordered for two persons, and I was eager to sample more than one entrée. After considerable debate we settled on veal and duck, both garnished with apples, and watercress soup and duck terrine as starters. Although the waiter had peppered it with just a shade too much enthusiasm, the soup, my friend's choice, was everything it should have been—of good color and consistency and marvelously flavorful. My terrine, garnished with crisp, tiny *cornichons* and glittering chopped aspic, was a little triumph: a moist, generous, brandy-scented slice of rough-textured forcemeat that had been truffled with surprising liberality (and that added no extra charge to the dinner), with an "eye" of duck liver wrapped in fatback embedded in its center. My guest's *escalopes de veau normande* turned out to be a very fetching arrangement of three tender collops that had been sautéed with mushrooms and Cognac, bathed in cream sauce, topped with slices of baked apple, and passed under the broiler. My roast duck, slightly redundant, perhaps, after the terrine, was crisp-skinned and juicy. Sauced with a bigarade that mercifully had not been oversweetened for American tastes, it was garnished in the same manner as the veal. Both dishes were wholly satisfying, and, after good tossed salads, we agreed to skip dessert. Confronted with an irresistible array of sweets, however, Madame vacillated between floating island and chocolate mousse until the waiter resolved the issue by presenting her with both. Monsieur's choice was a pear poached in white wine, and all three, trite as they may sound, were superb.

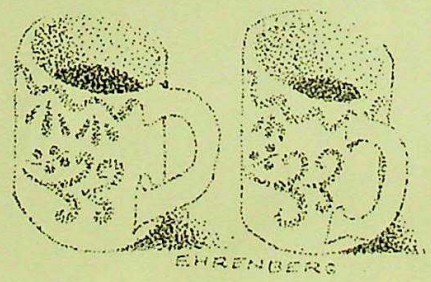
During the course of a number of equally enjoyable follow-up visits, I learned that Le Fontainebleau, which opened last October, is owned by its bartender, Armand LeLeonnec, and its chef, Roger Lozach. LeLeonnec had looked familiar the first time I came in, but I hadn't been able to place him. As it turned out, he had tended bar for several years at the Café des Sports, which I reported on here last month, and is a nephew of that estimable bistro's owner, Lucien Lozach. It further developed that Roger Lozach, another nephew of Lucien's, formerly cooked at La Grenouille and, as head chef, at Le Périgord, which goes a long way toward explaining the consistently high quality maintained by Le Fontainebleau.

To mention a few dishes I remember as particularly gratifying from those subsequent visits, starters would include clams Corsini that were as tender as they were flavorsome, an immensely refreshing portion of cold striped bass with cucumber salad, an unusually crisp version of that old standby celery root *rémoulade*, and a hearty *saucisson chaud*, redolent of garlic and memorable for its garniture of white beans in lieu of the more customary hot potato salad. Grilled Dover sole came off very well indeed at one lunch, as did veal sweetbreads with chanterelles; and a pleasant departure from the humdrum lunch offering encountered in many restaurants took the form of calf's liver richly sauced with a combination of its own deglazed juices, cream, brown sauce, Sherry, butter, and raisins. An unconscionably sumptuous *roulade de chocolat* did less for my waistline than my disposition, and the same might be said for an ethereal *mousse à l'armagnac*. I still haven't tried the chicken *grand-mère* that looked so good on that first visit, or another chicken preparation laced with whiskey, or, for that matter, the chateaubriand that had our mouths watering the same evening. But I'll be back.

Le Fontainebleau is open every day but Sundays (holidays are still problematical at this writing, so it would be best to check on them in advance). Lunch is served Monday through Friday from noon until 3 P.M. Dinner hours are 6 until 10:30 P.M. except on Fridays and Saturdays, when the action is prolonged another half hour. Some very good wines are available and are priced accordingly, but the caliber of the food—and its reasonable prices—make a moderately expensive bottle well worth the investment. The cost of both lunch and dinner is determined by the price of the entrée, which runs from $5 to $7 at midday and from $7.50 for chicken, veal kidneys, or striped bass to $11 (per person) for chateaubriand with béarnaise sauce or herbed rack of lamb in the evening. For reservations call 752-8088 and 752-8089.

Random Notes

The untimely death of Charles Masson, a man of rare discernment and civility, impoverishes all who knew him. One hopes the standards he set with his beautiful restaurant, La Grenouille, will be maintained by his successors. I'm informed that the Old Homestead, which I covered here in January, 1975, now is open for lunch as well as dinner. I'm also informed, somewhat cryptically, that Katja and Marco Leonardi, who owned Katja when I reported on that sybaritic establishment in February, are no longer associated with the restaurant. As yet, I have not had the opportunity to assess whatever other changes may have taken place there. ❖



D7/X533

Recd 6-17-1976

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SEATTLE

fabrik stoneware

These few words introduce FABRIK, a new name with a special connotation: making objects distinguished in the quality of their design.

Our stoneware is oven and dishwasher-proof. It is nontoxic and nonporous. It stacks solidly and possesses extremely high impact strength and chip resistance. It performs.

Our high temperature firings produce visual and tactile qualities of depth and texture rarely achieved in commercially available stoneware. We refuse to charm (or insult) you with fantasies of rustic potters "handcrafting" at their wheels, but you should know that the pleasing variations in our glaze tones result from entirely hand-finishing and hand-glazing each piece. Thus, each object possesses much of the intimate concern the individual potter invests in his work.

Received June 17, 1976

Yet FABRIK offers something more special than rugged performance and interesting surfaces: design. In selecting your dinnerware, consider for a moment a real fact of life our chief designer regards as paramount—these are among the most intimately handled objects in daily use. Consequently, our forms and glazes are designed to perform a strong supporting role in your life *outside* the showroom.

For instance, you will notice that the cup conforms to the hand perfectly (rather than requiring the reverse). You will find it sturdy yet easily held, employing the muscles of the forearm rather than those of a locked wrist or pinched fingers. Compare it with any other cup *filled*—it gets even better! Similarly, you will discover the other pieces pleasing to hold and easy to retrieve from a stack. The glaze colors are strong but natural. In use, you will find that FABRIK pieces carry and present everything from a B.L.T. to a *croquembouche* to its best advantage. Details? We feel the care we have invested in them guarantees objects of enduring value.

If FABRIK has appealed to your eye, you can be assured that its appeal grows with use—that's design.

fabrik stoneware is made in Seattle, Washington, USA

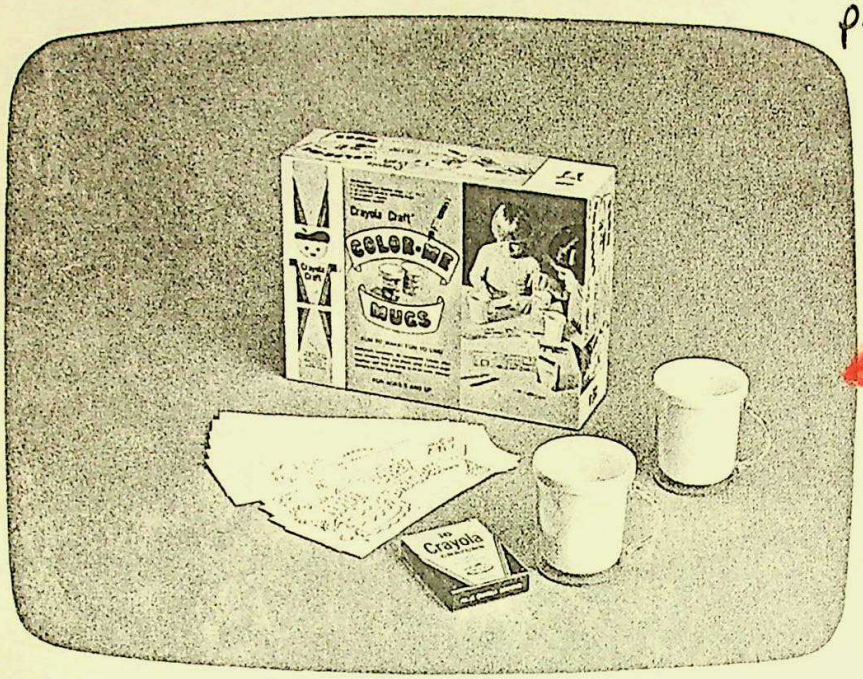
D7/8 533

For the first time on television:

NOV., 1976 PLAYTHINGS

CRAYOLA CRAFT™ COLOR-ME MUGS.

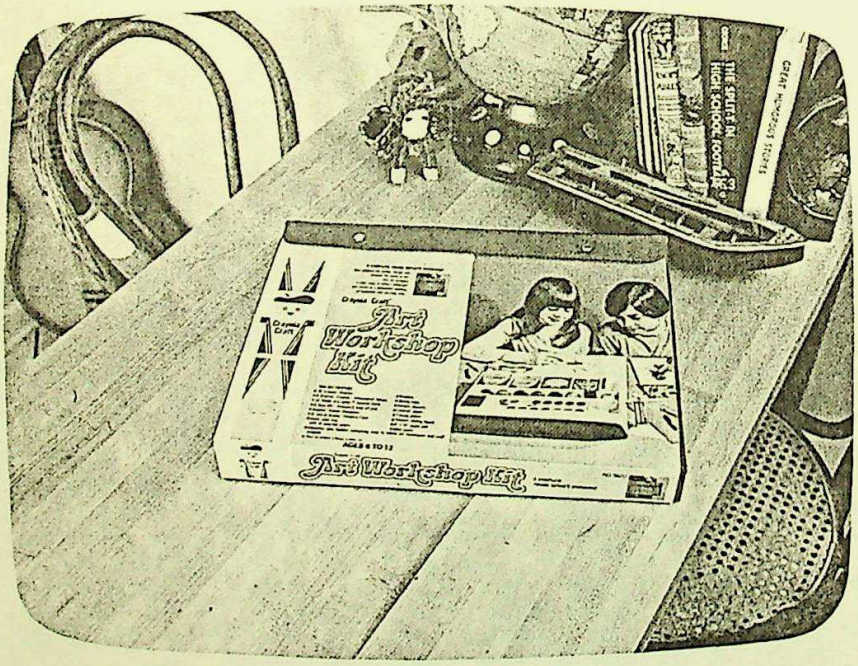
p. 95



The plastic cups kids decorate themselves and

redecorate again and again!

CRAYOLA CRAFT™ ART WORKSHOP KIT.



The complete and portable art supply case

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There's so much that's appealing about our new Crayola Craft items . . . so we're giving them a lid TV push to reach your customers. Right till Christmas.

Color-Me Mugs will be on the full Mickey Mouse Club Show line-up, and on CBS TV network's ptain Kangaroo.

Art Workshop Kit will be aired on ABC daytime network TV.

You can make our TV commercials work directly for you . . . display the entire Crayola Craft e, and make our big features your big features.

CRAYOLA CRAFT BY EDU-CARDS.

From the makers of CRAYOLA® crayons.

Crayola Craft

Edu-Cards, a Division of Binney & Smith Inc., 1100 Church Lane P.O. Box 431 Easton, Pa. 18042.

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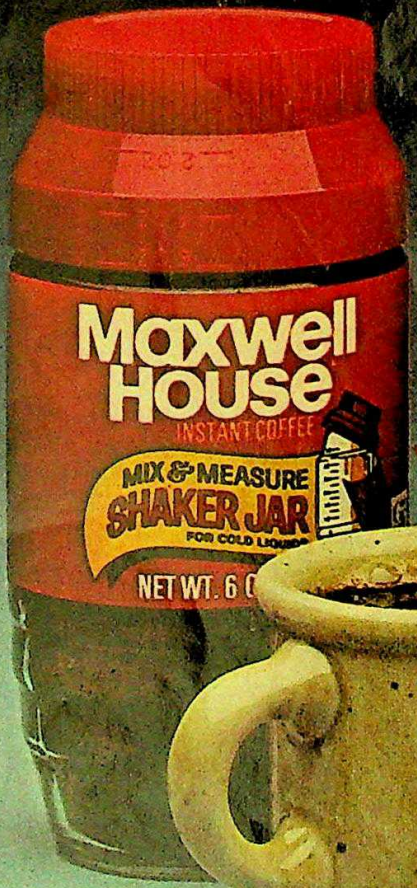
(Circle No. 2 on Reader Inquiry Card)

D7/533

JUNE 1977

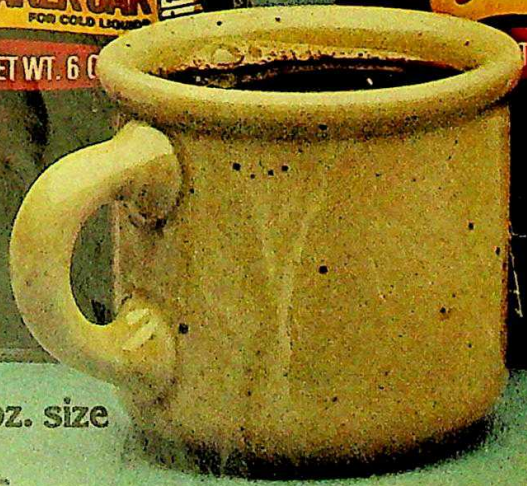
ANT COFFEE EXTRAS FROM MAXWELL HOUSE!

2-oz. size



6-oz. size

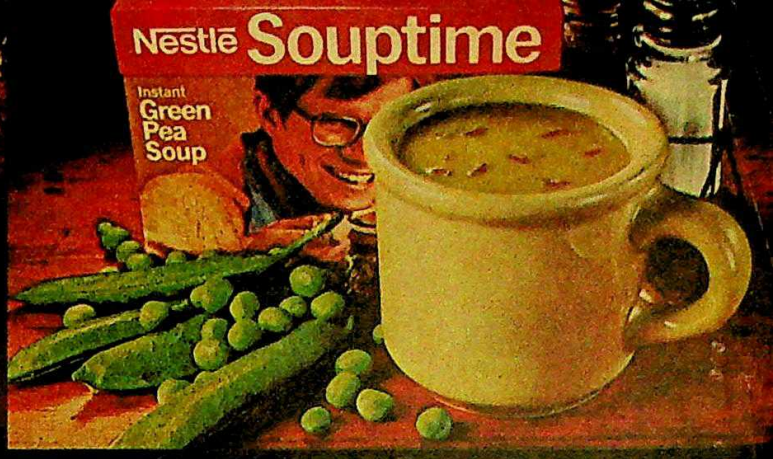
10-oz. size

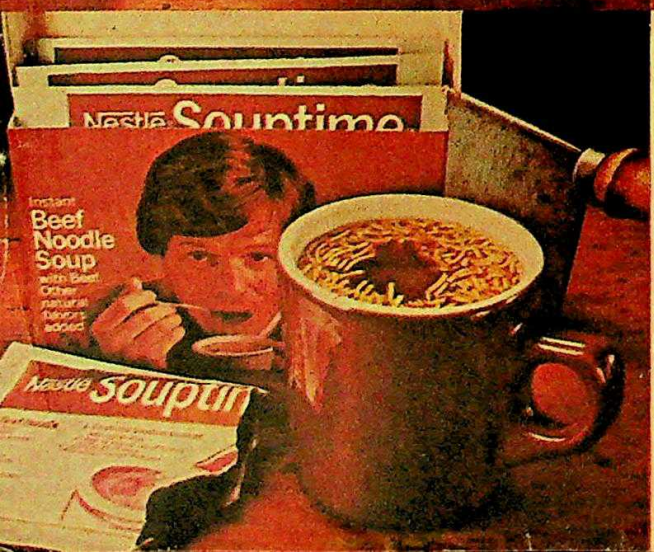


BETTER HOMES & GARDENS JUNE, 1977 p.138

Dole® Pineapple in its own juice.
No extra heavy syrup,
no sugar added—just juice.
Dole
chunk
pineapple
IN UNSWEETENED PINEAPPLE JUICE
IN ITS OWN JUICE
no sugar added

D.7/533





Introduce your family to the 10-second soups with home-style stock.

GOOD HOUSEKEEPING

The secret of great tasting homemade soup? Good stock.

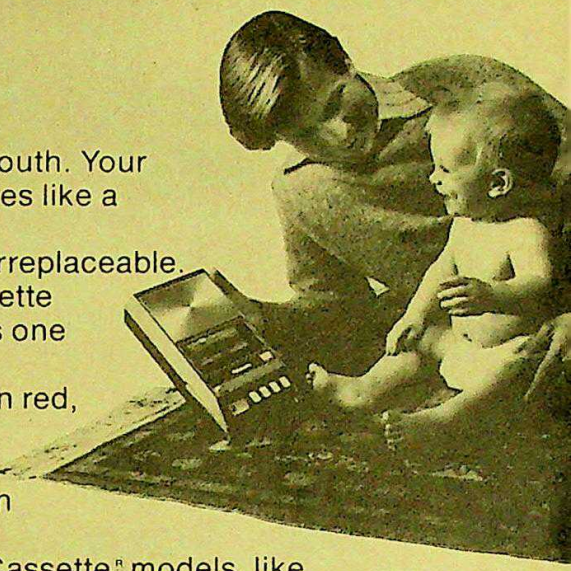
NOV., 1977 p. 23

The secret of great tasting Nestlé Souptime? Our unique home-style stock that brings out all the natural flavors of the meat and vegetable ingredients.

Nestlé Souptime® instant soups.

Look for our faces on the shelf.

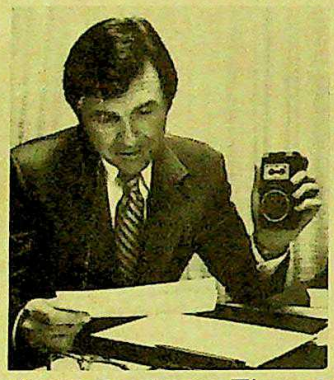
Panasonic invites you to take a picture of a voice.



Your child's first words. Grandpa telling stories of his youth. Your best friend's wedding ceremony. The gang singing oldies like a '50's rock group.

Capture the sounds of your life. Personal, special, irreplaceable. And own them forever. With a Panasonic portable cassette tape recorder. We make 21 different models. So there's one just right for you. To own. Or give.

Starting with the colorful Funkyset, the RQ-304S. In red, white or blue. So simple a six-year-old can use it.



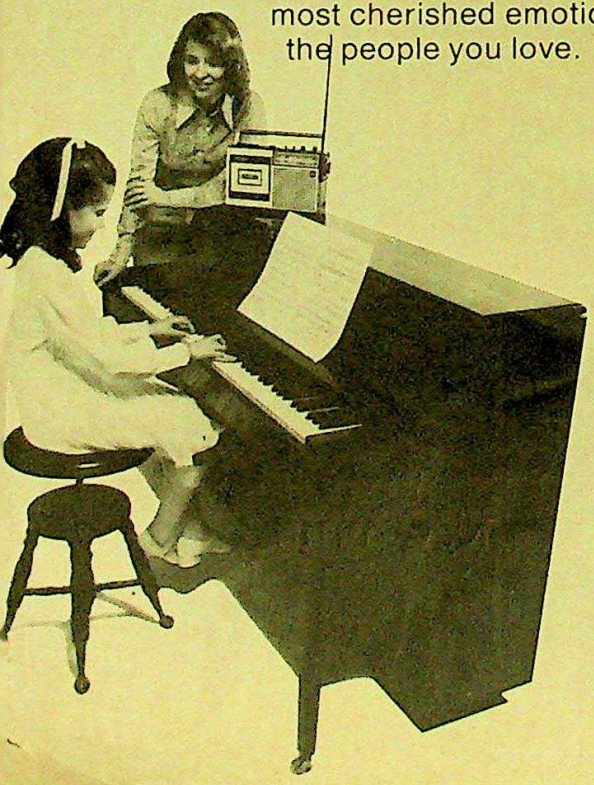
Or our most popular tape recorder, the RQ-309. More than 3 million sold.

There are mini and Micro Cassette® models, like our pocket-sized gem, the RQ-170S. Great for dictating business letters—or taping biology lectures.

And when you want more than tape, choose one with a built-in AM/FM radio. Like the RQ-548S, with a 7" speaker that almost sounds too big for a portable. And for even bigger sound, pick one of our portable stereo systems. They even let you make your own stereo recordings.

Every Panasonic portable has a sensitive built-in condenser microphone to make recording easy. All come complete with Panasonic batteries.

So take a picture of a voice. With Panasonic. And own the most cherished emotions of life—the voices of the people you love.



Panasonic®
just slightly ahead of our time.

D7-533

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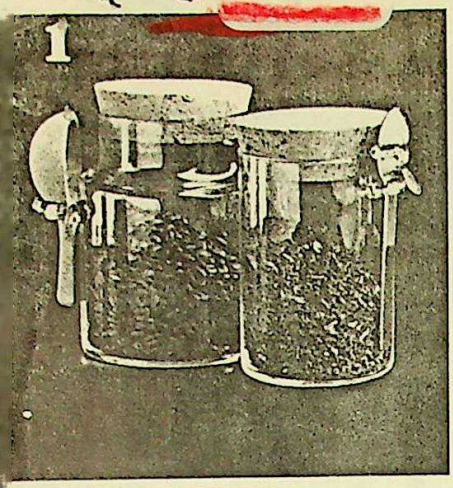
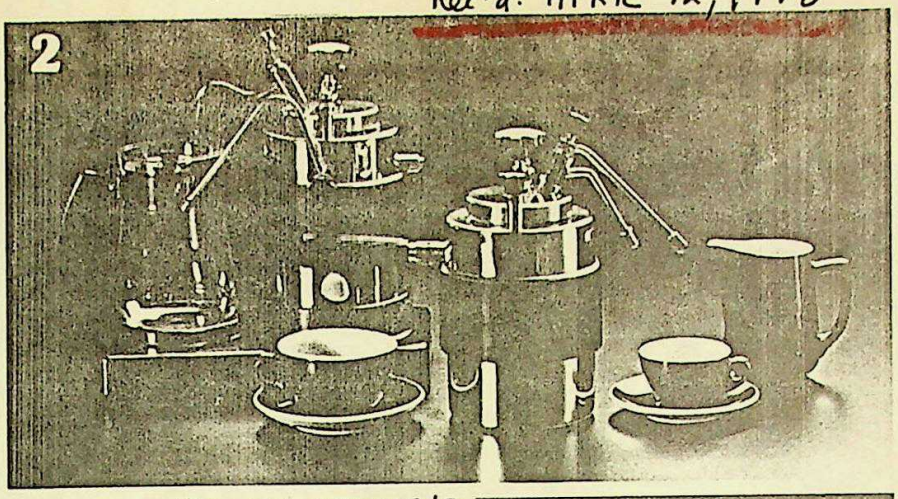
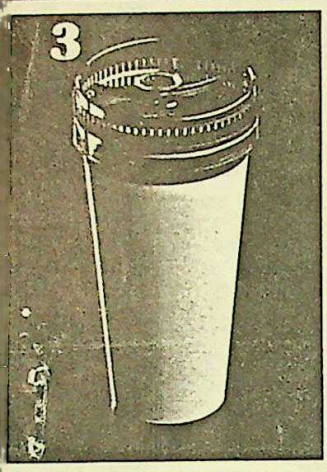
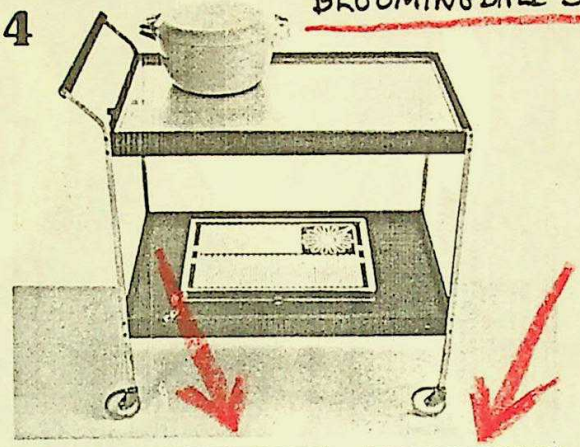
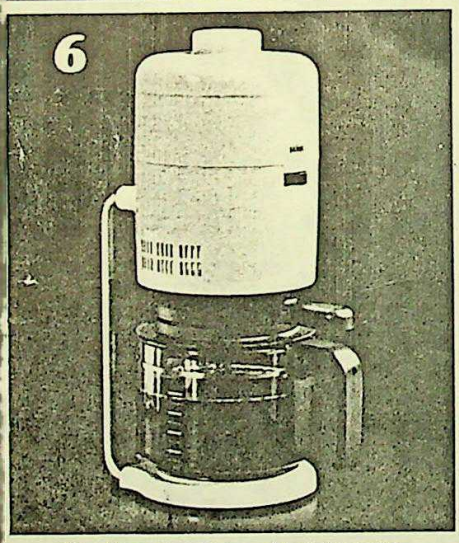




BLOOMINGDALE'S







1 **Crystal canisters** w/air-tight corks from Pilgrim Glass. Ea. 11.00 8-oz. tea canister w/stainless steel infuser (17A-676). 16-oz. coffee canister w/measuring spoon (17B-676)

2 **Signor Cappuccino.** Quickly brews up to 9 cups of espresso or cappuccino. Easy-to-clean stainless steel. Reg. 200.00, 140.00 (17C-674)★
Vesuvio Cappuccino Machine. Stove-top brewing. 9 cups of espresso or cappuccino in minutes. All stainless steel. Imported from Italy by Coffee Imports. Reg. 100.00, now 80.00 (17D-678)★
Stoneware demitasse set. Set of 4 cups and saucers, 10.00 (17E-678). Stoneware cappuccino cup and saucer. 4.00 ea. (17F-678). ½ liter scalding pitcher. Use for making espresso or serving cream. Imported from Italy by Coffee Imports. In rust only, 8.00 (17G-678)

3 **The commuter's mug.** A spill-proof beverage holder. Beige plastic, keeps liquids hot or cold for hours. From Flambeau. 5.50 (17H-675)

4 **Save 40% on the cart that keeps it hot.** Salton's Hotable® serving cart on casters with 15x25" radiant shelf for accessories. Reg. 100.00, 60.00 (17J-674).★**Salton deluxe Hotray.**® With adjustable thermostat keeps food hot at the table or buffet. Hot spot for beverages. 10x15" size, reg. 25.00, 20.00 (17K-674)★ 13x24" size, reg. 48.00, 33.00 (17L-674)★

5 **Salton hot basket.** Refreshes stale bread and rolls, keeps finger foods hot. Thermostat control. 16.00 (17M-674)★
★For a copy of the manufacturers' warranty, prior to purchase, write P.O. Box 2023, New York, N.Y. 10022

6 **Sale! The Braun Aromaster System.** Just pour in cold water, place coffee in filter basket and push a button. In minutes 8 cups of drip coffee are ready. Warming plate keeps it perfect. Reg. 80.00, 60.00 (17N-674)★

7 **As you like it.** Earthenware mugs from Toscany label yours: coffee, coffee regular, coffee light or coffee black. Each 3.00 (17P-676)★

8 **How do you take your tea?** Earthenware mugs from Toscany tell it all: with sugar, milk, honey or lemon. Each 3.00 (17R-676)★

9 **Tea for two.** China teapot with two stacking cups. From Toscany. 20.00 (17S-678)★

Housewares, 6th Floor, New York and all stores except Scarsdale

D7-533

(SEE OTHER SIDE)

PAGE - FRONT COVER

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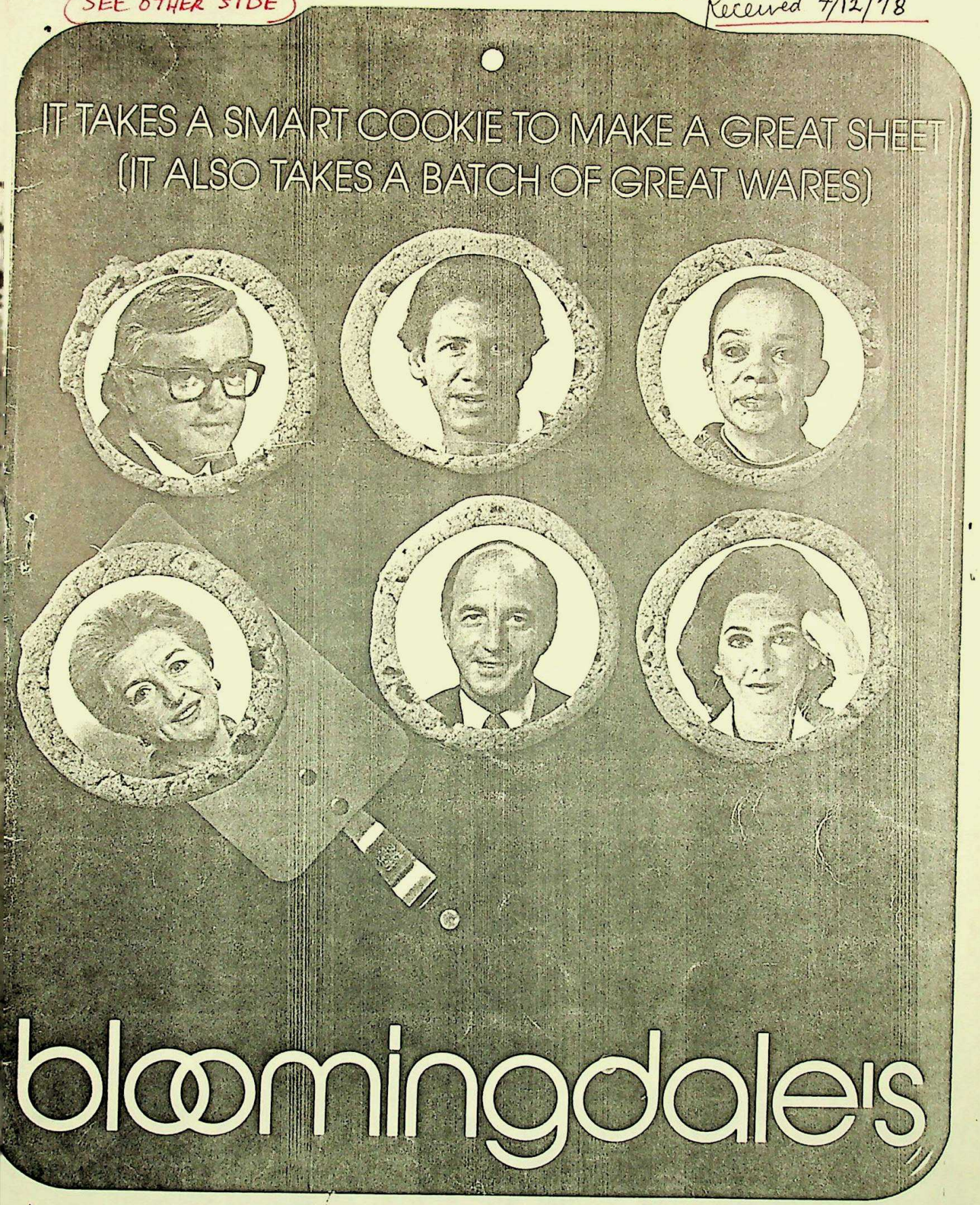

housewares • cooks' kitchen • china • glass • silver • draperies
sheets • towels • bedspreads • comforters • bath shop • lamps
closet shop • outdoor furniture • rugs • blinds • shop-at-home

D 7-
D 7-533

LONY MUGS GIVE IT GUSTO!

JULY, 1978

GIFTS & DECORATIVE ACCESSORIES

p. 237

Colony®
A Lancaster Colony Company

MAIN OFFICE-1115 BROADWAY, NEW YORK, N.Y. 10010 212-924-7700

SHOWROOMS
NEW YORK 225 Fifth Ave., N.Y. 10010
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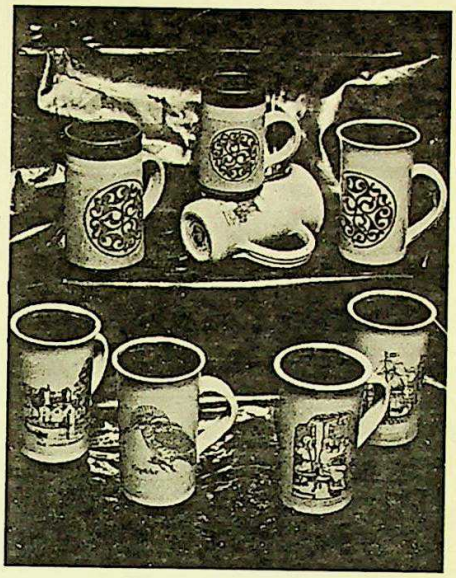
DENVER 1760 Denver Merch. Mart, Colorado 80216
SAN FRANCISCO No. 214 Showplace, 2 Kansas St., Calif. 94103
MINNETONKA 326 Upper Mid-West Trade Center, Minnesota 55343

D7/9533 PAGE 41 APRIL, 1980 TABLEWARE INTERNATIONAL

3



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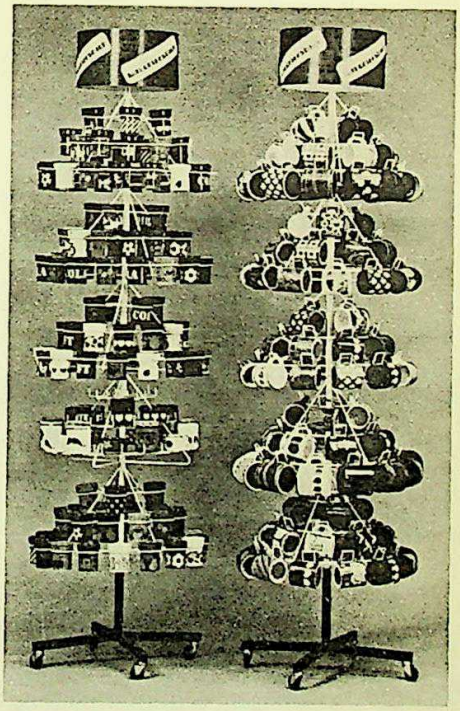


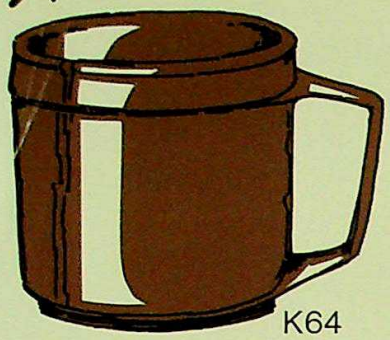
Although Arthur Wood & Son (Longport) Ltd [illegible] a large assortment of mugs, there are three [illegible] shapes and each carries a variety of [illegible]. Perhaps the most successful is the [illegible]'s print assortment which offers a [illegible] castle and a flower, each of which is [illegible] in four colours – green, brown, pink [illegible]. The range sells well not only at home [illegible] in Europe and North America

2 As popular as ever, the Cooper Pottery table- and giftware. Based at Market Drayton, Shropshire, the Cooper mugs are an important part of the company's range. Pictured are two sizes of mugs and a beer mug

3 Whalley Designs, a recent development of Haverfordwest Pottery, introduced a number of new lines early this year. The company specialises in high quality silk-screen printed designs

4 The Paul Corbett Company's range from Waechtersbach of West Germany. There are over 100 designs available

D7- 533


K64

THE MUG
49¢ ea.

J99

J94

8 OZ. CAPACITY
48 PER CASE
COLORS: BROWN, GOLD
GREEN, ORANGE

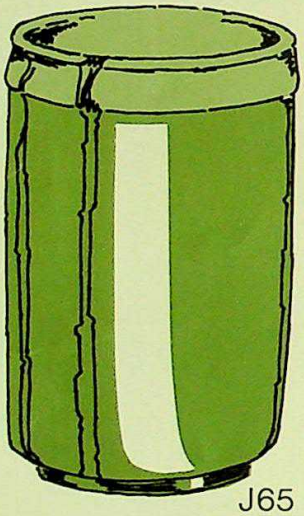
MAIL ROOM SEP 29 1980 TRADEMARK

K35

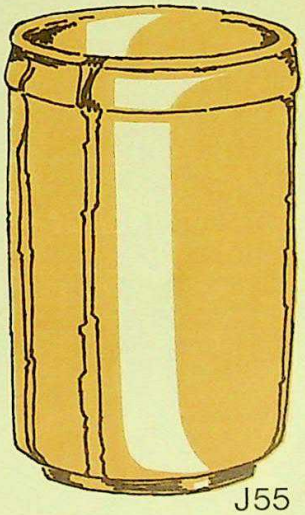
THE 10 OZ. TUMBLER

BEVERAGE TUMBLER

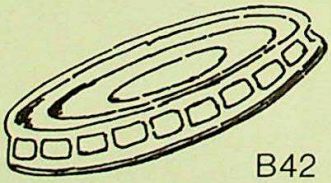
$1.00 ea.


J65

10 OZ. CAPACITY
50 PER CASE
COLORS: GOLD OR
SEASPRAY/EVERGREEN


J55

2,000 PER CASE
FITS ALL


B42

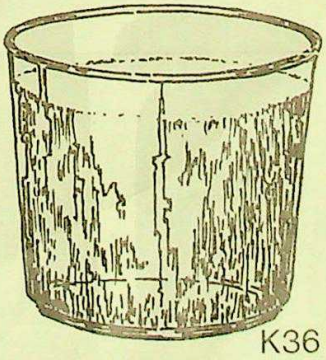
SINGLE USE LIDS **$16** per case

THE 8 OZ. CRYSTAL

ICED BEVERAGE TUMBLER

40¢ ea.

8 OZ. CAPACITY
80 PER CASE
CRYSTAL CLEAR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BETTER

"THE MUG" BY ALADDIN IS THE BETTER MUG

1. *Better* temperature retention: the beverage is surrounded with foam insulation *not just air!*
2. *Better* fitting lid snaps on, stays on, sealing in temperature and eliminating spills.
3. *Better* handle: the large full grip handle provides a comfortable and firm hold.
4. *Better* design makes our wide mouth mug versatile and easier to sanitize.
5. *Better* utility: the use of high impact plastic eliminates chipping and breaking.

"The Mug" is better in Green, Gold, Orange or Brown

To obtain "The Mug" or receive additional information, **call 800-251-1065, extension 3206 toll-free or write: MUG Sales, Aladdin Synergetics, Inc.,** P.O. Box 100888, Nashville, TN 37210.

THE MUG T.M.

by Aladdin
synergetics inc.

D7/9533
Rec'd. JAN. 17, 1981

before seen at this LOW, LOW Price!

Sturdy metal lids with the Antique Pewter look.

Beautiful Bavarian-Style

Beer Steins

If you love those hefty and handsome Bavarian-style beer steins, but find the price hard to swallow, take heart. Now you can own the steins collectors love — at a fraction of what most collectors pay! They're beautiful, hand-painted stoneware, brilliantly glazed . . . complete with flip-up metal lids with the antique pewter look. Fun to drink out of, fabulous to look at. Add a touch of old-world charm to your favorite room. Use coupon on other side to order your collection now.

Comparable Retail Value! Four for $65 with Shelf

BONUS OFFER! Order set of 4 for an incredible $19.95 — receive a FREE wooden wall shelf 14½" long! That's a $65. comparable retail value in all!

Now . . . just **$5.95 EACH!** Set of 4 for $19.95

Sturdy, chip-resistant stoneware helps keep beer cold (metal lid helps too). Each 7" tall stein hold a full pint of ale.

Order a set of 4 for only $19.95 and receive a custom-crafted hardwood shelf 14½" long — **FREE!**

Each 7" tall stein holds a full pint of ale. Four steins fit perfectly on the hardwood shelf.

Sturdy metal lids with the Antique Pewter look.

Comparable Retail Value! Four for $65 with Shelf.

Hardwood display shelf hangs on a wall or stands flat on a mantle.

Now just $5.95 each! Set of 4 for $19.95

Bavarian-Style Beer Stein *Price Blast!*

Festive, hand-painted sturdy stoneware!

No wonder everyone loves Bavarian-style beer steins. They add old-world charm to any room . . . and they're so much fun to drink from. The stoneware insulates and the flip-up lids trap coldness in — without collapsing the tasty, foamy head. Order a whole collection today for less than you'd likely spend for a single stein anywhere else!

CAROL WRIGHT GIFTS, Dept. F284
809 P. Street, P.O. Box 8503, Lincoln, NE 68544

Cut Here

Order sets of 4 with FREE shelf here. (#948)

Please send _____ set(s) of 4
how many sets?
Bavarian-style beer steins plus
FREE custom-crafted hardwood shelf with each set.
☐ Only $19.95 plus $3.95 freight & handling for one set (total $23.90).

Order individual steins here. (#947)

Please send _____ **Bavarian-style beer Stein(s)** @ $5.95 per stein plus 95¢ freight & handling (total $6.90).

Enclosed is $_____. Please make check for money order payable to CAROL WRIGHT GIFTS. Thank you.

Please print

Name Received January 17, 1981

Address _____ Apt. _____

City _____

State _____ Zip _____

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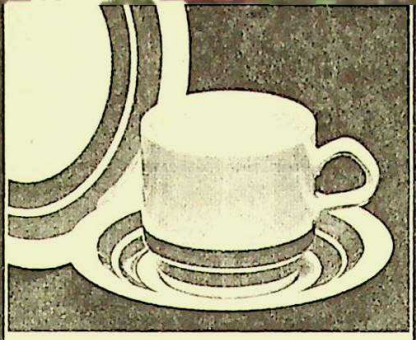

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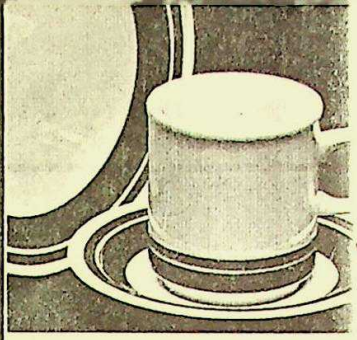

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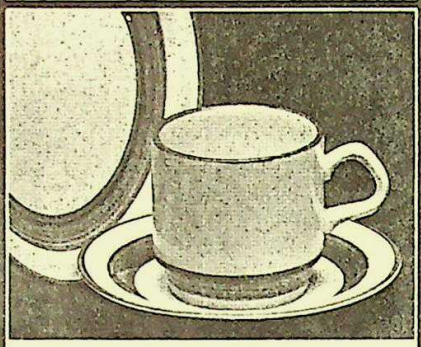

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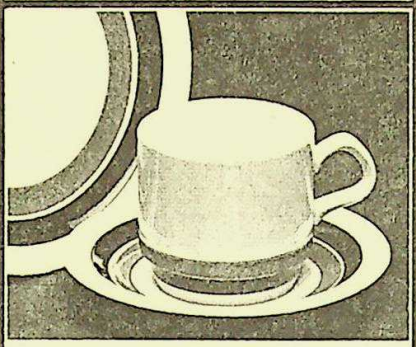

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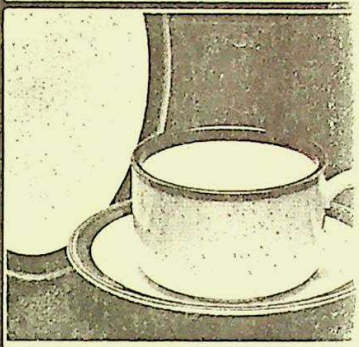

— ABINGDON —

— MULBERRY —

TABLEWARE INTERNATIONAL JUNE 1981 P.18

page 18 Tableware International June 1981

TARASTONE
IRONSTONE TABLEWARE
MADE IN IRELAND

P.18

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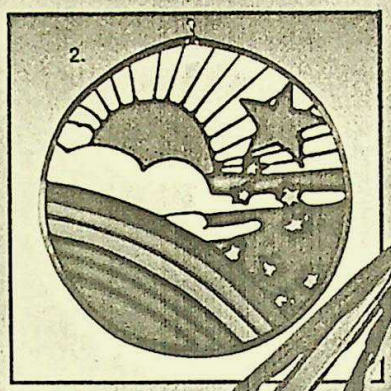
another copy
in D 7/13

D7-533

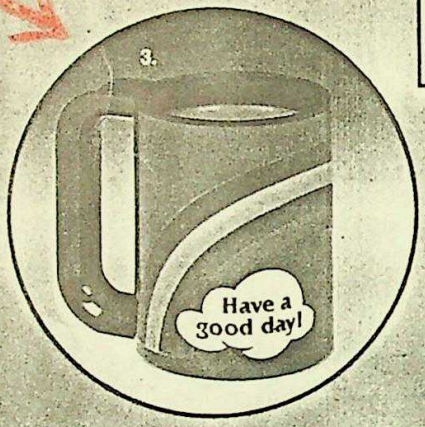
PAGE 48 SPRING A 1982 ABBEY PRESS

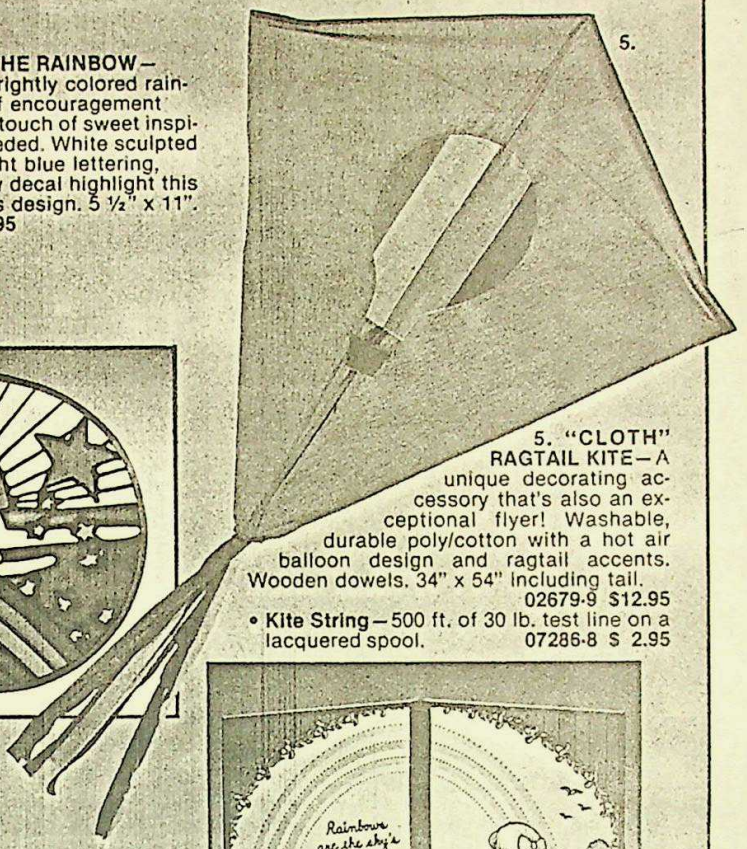
1. CHASE THE RAINBOW—Hang this brightly colored rainbow word of encouragement anywhere a touch of sweet inspiration is needed. White sculpted clouds, bright blue lettering, and rainbow decal highlight this Abbey Press design. 5 ½" x 11". 72408-8 $6.95

2. UNIVERSE SUNCATCHER—Hand-painted glass creates a stained glass window effect. Add a touch of heaven to any room. Leaded frame. 5" diam. 02370-5 $15.95



3. RAINBOW MUG—Offer a hearty "Have a good day!" with each sip from this colorful plastic mug. Holds 12 oz. of any hot or cold beverage. An Abbey Press exclusive design. 07284-3 $3.50 Each or 2 for $6.50

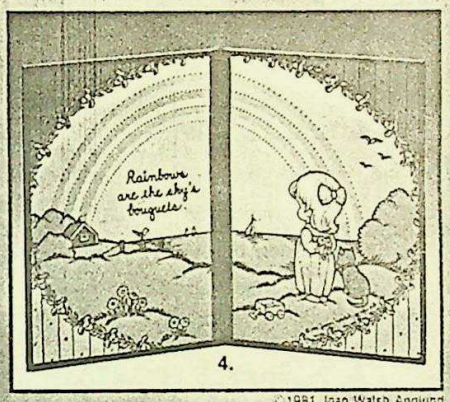




5. "CLOTH" RAGTAIL KITE—A unique decorating accessory that's also an exceptional flyer! Washable, durable poly/cotton with a hot air balloon design and ragtail accents. Wooden dowels. 34" x 54" including tail. 02679-9 $12.95

• **Kite String**—500 ft. of 30 lb. test line on a lacquered spool. 07286-8 $ 2.95

4. SUMMER RAINBOW GLASS-FOLD—Charming tribute to God's handiwork is captured in this innocent Joan Walsh Anglund illustration. Soft pastel tones are serigraphed on two 5" x 7" hinged glass panels, with simulated leaded edge. 07285-0 $10.95



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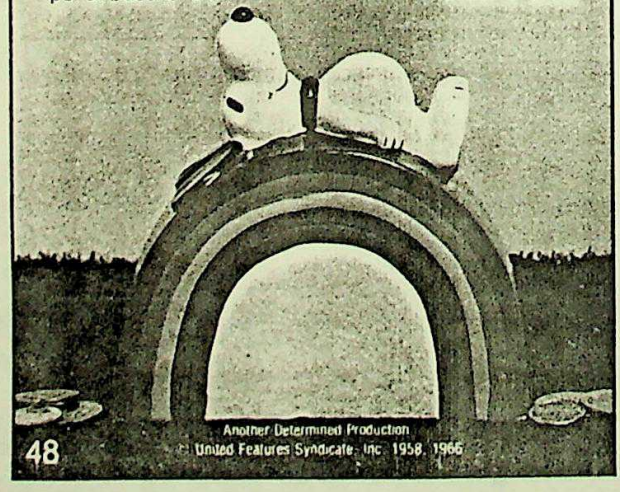
COLOR YOUR DAY WITH SMILES

SNOOPY RAINBOW BANK—Your buddy Snoopy day dreams over the rainbow, while guarding your cash. Who could imagine a safer place for loose change? Brightly painted papier mâché bank has a rubber stopper at base. 5" x 5". 07287-6 $6.95



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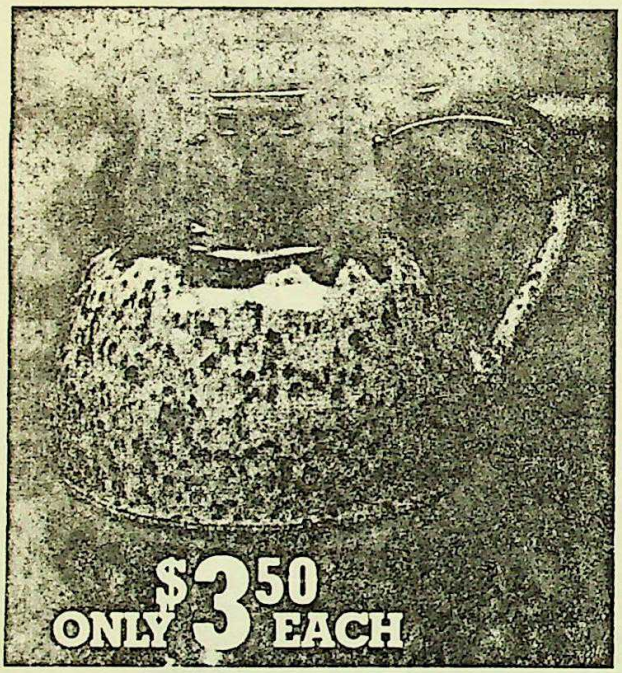
JULY, 1983
p. 2 GIFTS & DECORATIVE ACCESSORIES

Profitable TRAVEL MUGS™ from Clay In Mind



Packed in assorted colors . . .
F.O.B. San Diego, California

UNIQUE TILTED DISPLAY IS FREE WITH FIRST ORDER

Vinyl upholstered and set up to demonstrate the NO TIP . . . NO SLIDE . . . NO SPILL feature, this 15″ board will sit on a counter . . . on a table-top . . . or on a shelf to provide a dramatic presentation.

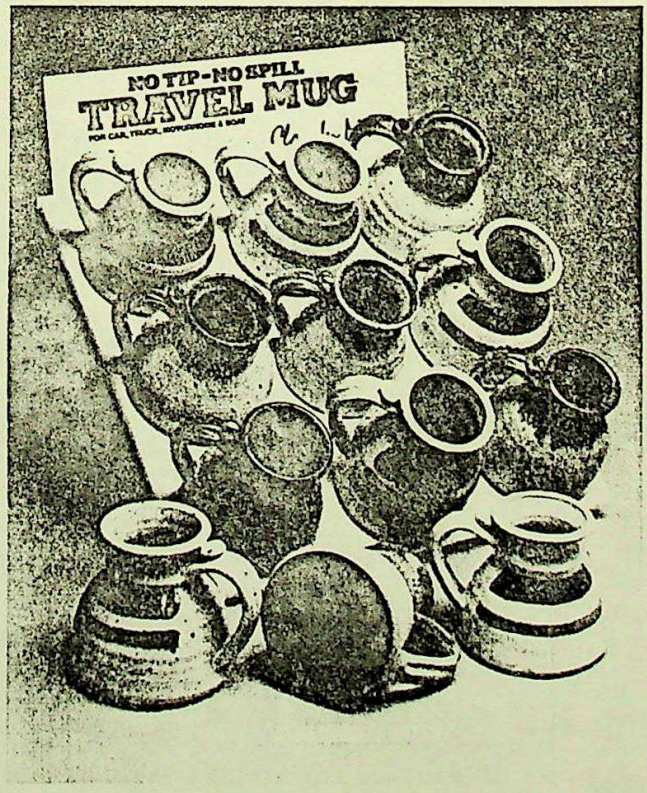
COFFEE OR TEA ON THE RUN!

A new design to fill a contemporary need . . . and at a newly competitive price!

NO TIP . . . NO SLIDE . . . NO SPILL . . .

Handcrafted and glazed in FIVE beautiful colors . . . our TRAVEL MUG™ is fitted with a special non-skid bottom disc. This lower-center-of-gravity design will stay on your car's instrument panel . . . or on the seat cushion . . . under the most turbulent conditions.

So now your customers can have their coffee (or tea) in the car . . . truck . . . motor home . . . boat . . . yacht or dingy . . . and drink it too! **GUARANTEED DISHWASHER SAFE!**



Clay In Mind
9710 Distribution Avenue
San Diego, CA 92121

In California, phone **(619) 566-5641**
Other States—**Toll Free—800-854-1969**

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JULY, 1983
p. 2 GIFTS & DECORATIVE ACCESSORIES

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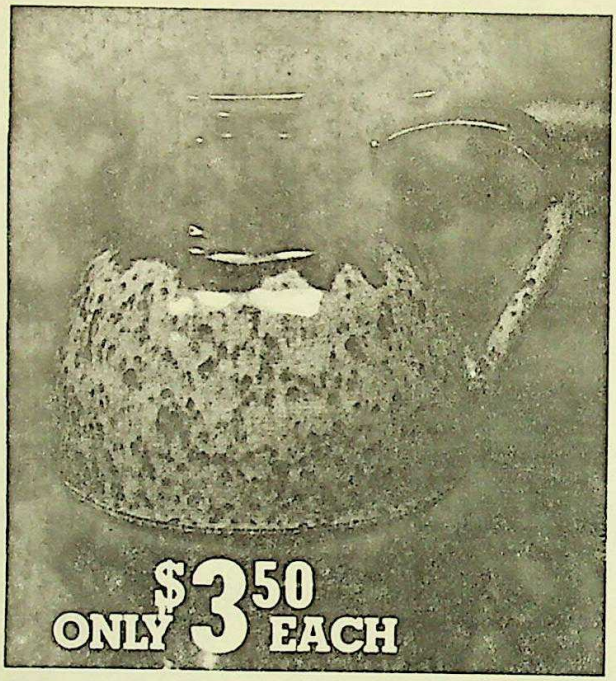

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Vinyl upholstered and set up to demonstrate the NO TIP . . . NO SLIDE . . . NO SPILL feature, this 15" board will sit on a counter . . . on a table-top . . . or on a shelf to provide a dramatic presentation.

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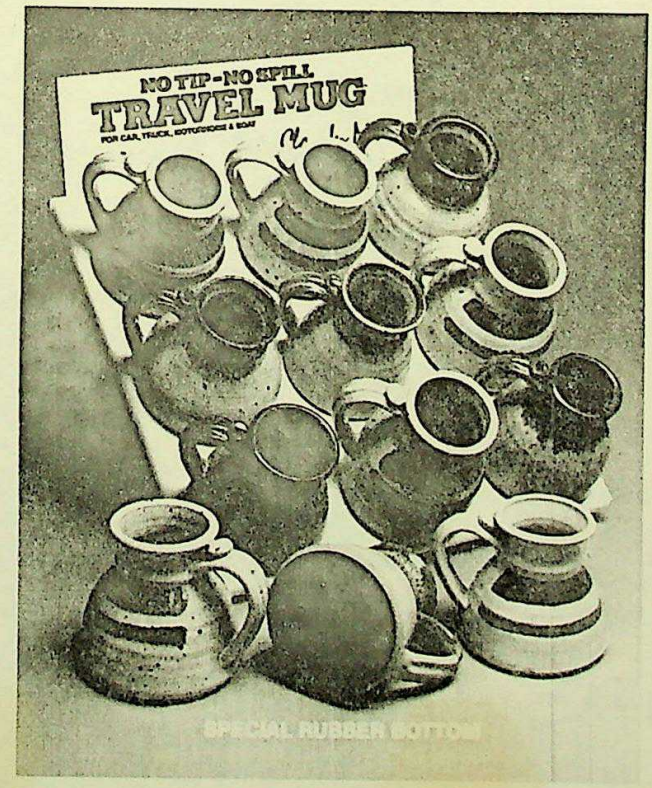

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GOOD HOUSEKEEPING NOV, 1983

WHAT'S NEW!

SUPER SCRUBBER • DRAWSTRING FASTENERS • TEA-BAG MU

▼**Battery-powered scrub brush** can be used wet or dry, makes short work of tough tasks like bathroom tubs and tile, even spot-cleaning carpets and upholstery. The lightweight Scrub Brusher is rechargeable. $45.

Black & Decker Inc., 515 Glebe Road, Easton, Md. 21601

Easy-mount wall ▶ organizer has a unique "grid" design that lets you snap accessories into any grid square, reposition whenever you like. Comes with 5 plastic pieces (shown); more can be ordered. In honey almond, sunflower yellow, berry red, or cocoa brown. $9.

PAGE 82

Transco Plastics Corp., P.O. Box 750, Akron, Ohio 44309.

NOV. 1983

drawstrin
equipment,
"thread"
Cord-Lok, t
fasten
closed, opens with
two sizes, six co

Denison Corporat

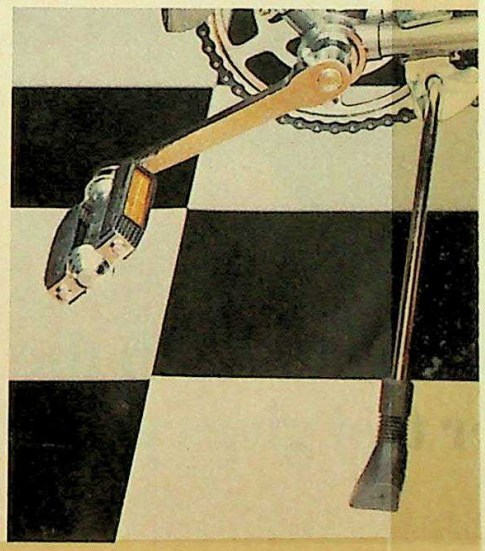
▼**Bicycle**
with th
flexible rul
cover that kee
slipping on sa
grass, sinking i
blacktop or scr
Fits all k

Clyde T. Johnson Assoc

PAGE 82

▲**Terrific 12-ounce tea mug** will serve you "to a T" with its special "pouch" for keeping the tea bag till you're ready for a fresh cup. Large handle has thumb "rest" for a comfortable grip. The Kangaroo T-Mug. $9.

Pottery by Levine, 152 Washington Ave., Point Richmond, Calif. 94801



GOOD HOUSEKEEPING

BY ANN ELKINS Photographed by Carl Zapp All prices approximate

D7/9

GOOD HOUSEKEEPING NOV, 1983

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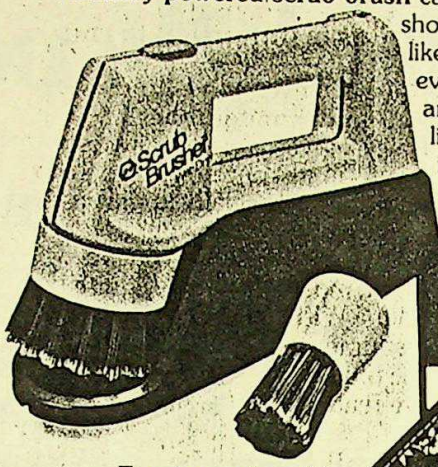
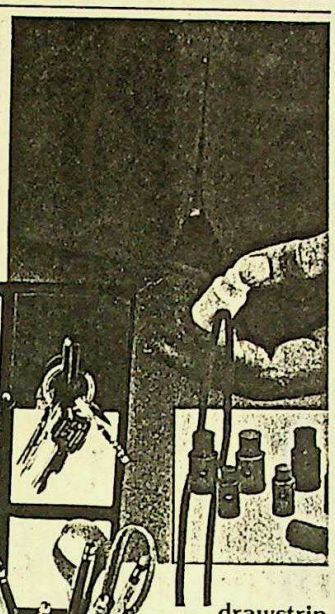
▼**Battery-powered scrub brush** can be used wet or dry, makes short work of tough tasks like bathroom tubs and tile, even spot-cleaning carpets and upholstery. The lightweight Scrub Brusher is rechargeable. $45.

Black & Decker Inc., 515 Glebe Road, Easton, Md. 21601





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Transco Plastics Corp., P.O. Box 750, Akron, Ohio 44309.

PAGE 82

NOV. 1983

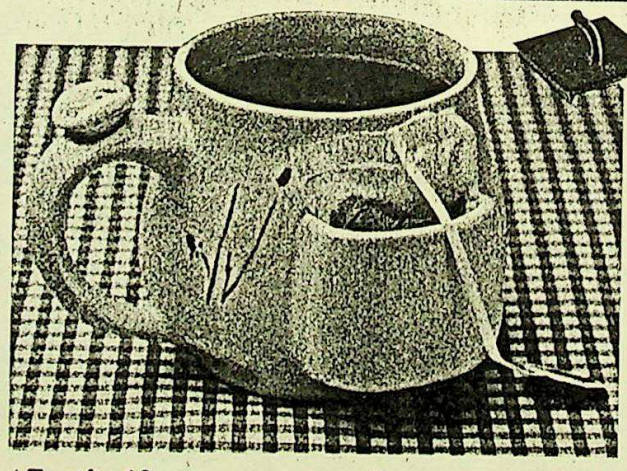
drawstrin equipment, "thread" Cord-Lok, t fasten closed, opens with two sizes, six co

Denison Corporat

▼**Bicycle** with th flexible rul cover that kee slipping on sa grass, sinking i blacktop or scr Fits all k

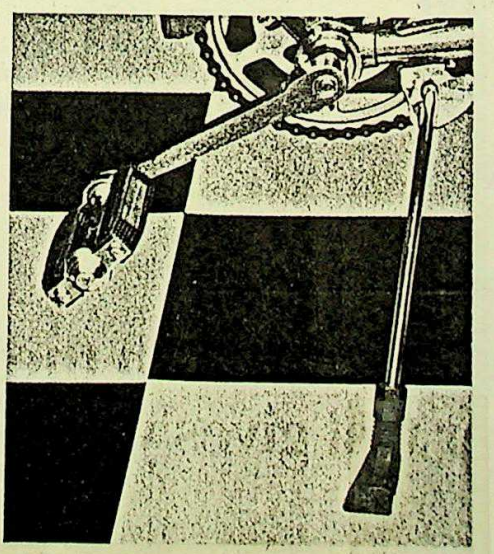
Clyde T. Johnson Assoc

PAGE 82



▲**Terrific 12-ounce tea mug** will serve you "to a T" with its special "pouch" for keeping the tea bag till you're ready for a fresh cup. Large handle has thumb "rest" for a comfortable grip. The Kangaroo T-Mug. $9.

Pottery by Levine, 152 Washington Ave., Point Richmond, Calif. 94801



GOOD HOUSEKEEPING

BY ANN ELKINS Photographed by Carl Zapp All prices approximate

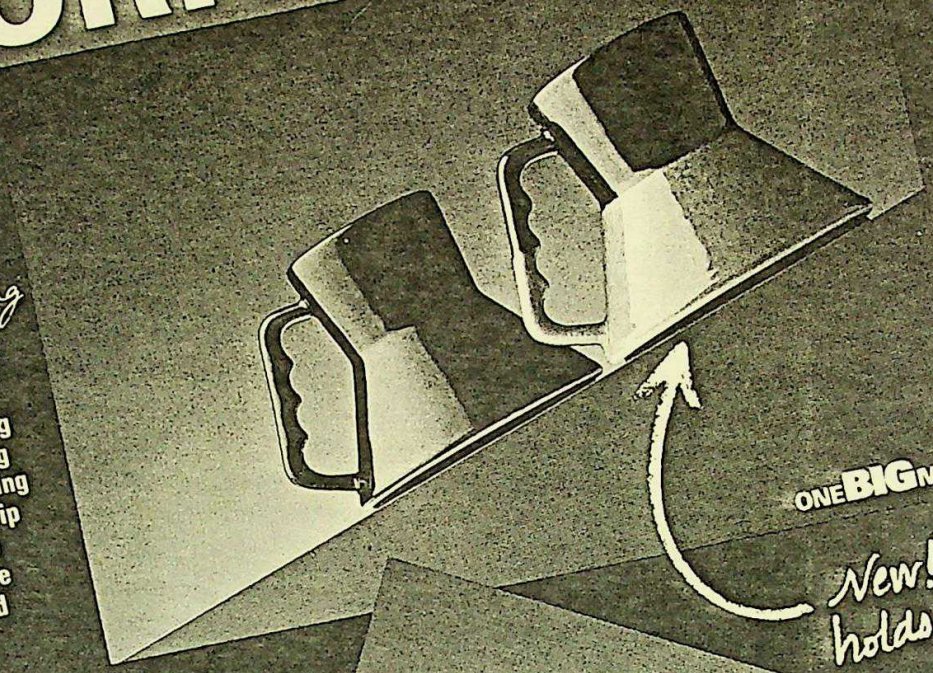
D7/533 JUNE 1984 GIFTS & DECORATIVE ACCESSORIES P 157

THE ORIGINAL . . .

NO SPILL NO SLIDE MUGS

BY Bearly Surviving

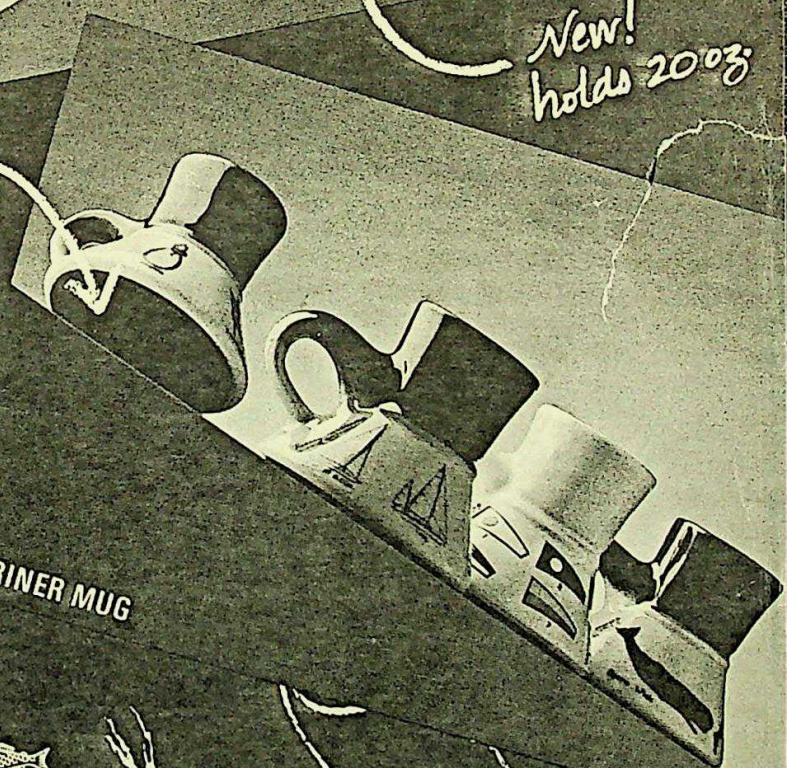
This American original is offered in a world of styles, colors and sizes. Backed by full factory support, featuring the innovative heat retaining configuration and the amazing dishwasher safe texture grip base™. Bearly Surviving No Spill No Slide originals are the choice of fine Gift and Department Stores.



ONE BIG MUG

New! holds 20 oz.

texture grip base



MARINER MUG

REPRESENTED BY:

KITCHEN CONCEPTS
LOS ANGELES
213/747-7797

LOUISE LEA WRIGHT CO.
DALLAS
214/651-9371
DENVER
800/527-9278
KANSAS CITY
800/527-9278

DON THOMPSON & FRIENDS
MIAMI
305/266-8626

MICHEAL RUDDELL & ASSOCIATES
SAN FRANCISCO
415/285-5831

SHIRLEY HUGHES & COMPANY
RICHFIELD, MINNESOTA
612/866-6606

BROMLEY & COMPANY
BOSTON
617/426-9702

MICHELLE DUNCAN
SEATTLE
206/743-2504

VAN DOW FENTON INC.
NEW YORK
212/683-2782

KURT P. LEYSER & ASSOCIATES
COLUMBUS
216/921-1227
NORTHVILLE
216/921-1227

DUGAN-BLISS & ASSOCIATES
ATLANTA
404/659-2467

SCHWARZ-MARKIEWICZ ASSOC.
CHICAGO
312/822-0077

FELTMAN LANGER

585 VENICE BOULEVARD
VENICE, CA.
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213/392 4842
800/854 1638 ⇨ ORDERS ONLY

BEARLY SURVIVING IS A REGISTERED TRADEMARK OF FELTMAN LANGER INC.

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The serious collector will go for these incomparable treasures. Dozens of distinctive styles. Unsurpassed old-world craftsmanship. Truly remarkable masterpieces that appreciate in value each year. Don't miss this opportunity for sales action!

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Send for our FREE Full Line Catalog.
Hundreds of quality steins and gift items; all popular with collectors everywhere.

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P. O. Box 36, Reamstown, PA Phone 215 267-8132

Get your HANDS on these Money-Makers!

NOVELTY "HAND" MUGS!

Here's a truly unique idea in genuine stoneware, half liter, (18 oz.) drinking vessels. Your customers will love 'em, and you'll get a firm grip on profitable sales! Series includes 10 different designs. More on the way. Attractive gift box available.

We invite dealer inquiries.
Send for our FREE Full-Line Catalog
Hundreds of quality steins and gift items; all popular with collectors everywhere.

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PAGE 32

GIFTS & DECORATIVE ACCESSORIES AUGUST, 1984

National Fashion & Boutique Show.....25-28
New York Coliseum
PITTSBURGH: Pittsburgh Gift Show.....5-8
Expo Mart, Monroeville
SAN DIEGO: OASIS/San Diego Gift Show.....24-26
San Diego Civic Center
SAN FRANCISCO: San Francisco Gift Show....11-15
Moscone Center, Trade Show Center
Giftcenter, Western Merchandise Mart
National Decorative Accessories Show.....22-24
Moscone Center
SEATTLE: Seattle Gift Show.....18-22
Flag Pavilion, Exhibition Hall
North Court, 6100 Building
Seattle Coliseum
TAMPA (Fla.): Tampa Gift, Jewelry and Housewares Show.....19-22
Curtis Hixon Convention Hall

September

ATLANTA: Atlanta Fall Gift Show.....8-11
Atlanta Merchandise Mart
BEDFORD (Mass): Autumn Market Place.....9-12
The Center
BOSTON: Boston Gift Show.....9-13
Bayside Exhibition Center
CHARLOTTE (N.C.): Early Bird Show.....1-4
Charlotte Gift, Jewelry & Housewares Show....1-4
Charlotte Merchandise Mart
COLUMBUS (Ohio): Harvest Gift Show.....9-11
Columbus Gift Mart
DALLAS: Fall Jewelry Show.....2-7
Dallas Gift Show.....6-10
National Market for Casual Living.....9-11
Toy Show.....18-20
Dallas Market Center
DETROIT: MAGS Fall Market Days.....9-11
Northville Square, Northville, Mich.
GRAND RAPIDS: Michigan Gift Show.....23-25
Grand Center
HONOLULU: Honolulu Gift & Jewelry Show 16-18
Blaisdell Center
INDIANAPOLIS: Indianapolis Gift Show.....16-18
Indianapolis Gift Mart
LOS ANGELES: Fall Showroom Show.....16-21
Brack Center
MANASSAS (Va.): Sugarloaf Crafts Festival....21-23
Prince William County Fairgrounds
MIAMI: Early Bird Gift Show.....7-8
Miami Gift Show.....9-12
Jewelry/Accessories (FAHJAS) Show.....16-18
Miami Merchandise Mart
MINNEAPOLIS: UMAGA Gift Show.....9-11
UMAGA Trade Center, Minnetonka
NEW YORK: 51st Natl. Merchandise Show.....8-11
New York Coliseum
ORLANDO (Fla.): Orlando Gift Show.....30-Oct. 2
Expo Center
PHILADELPHIA: Philadelphia Gift Show.....16-19
Adam's Mark Hotel
PHOENIX: 30th Phoenix Gift & Jewelry Show 9-11
Phoenix Civic Plaza
OASIS Gift Show.....7-10
Arizona Veteran's Memorial Coliseum
RESTON (Va.): Mid Atlantic Gift Show.....9-11
Mid Atlantic Gift Center
SEATTLE: "Last Chance Show".....8-11
6100 Building

(To page 34)

D7/533
Hong Kong Household
1+2/1985 p. 45
HARP
SWAN
15.00

D7/A533

↓ **Für Cocktail & Co.:** *bunte Gläser mit lackiertem Stiel oder Kelch. Es gibt sie in verschiedenen Farben und mehreren Größen für ca. 5 bis 7 Mark in Kaufhäusern oder bei Samt & Sonders, Eppendorfer Landstr. 90, 2000 Hamburg 20*

Espresso ist in, *und* → *der allerneuste Trend ist Geschirr mit Marmormuster. Eine Espressotasse kostet allerdings ca. 22 Mark. Mit diesem Dekor gibt es auch ein komplettes Tafel- und Kaffeeservice. Marc + Berns, Breite Str. 16, 2400 Lübeck*

anz schön
« findet Anja brandneue irr, und setzt rgnügt an den cten Tisch. affeeservice phis« aus Stein- erschwinglich. tet 15tlg. ca. ark. Und wenn schengeld gar eichen will, ilft nur eins – nd nach schen- ssen. Waech- ch, 6486 Bracht- Zu dem Ge- paßt die Baum- cke mit dem ahre-Dekor n«. 140 cm Ø, Mark. Viele n. Marie Sohl n, Langkaervej –7330 Brande

SCHÖNER WOHNEN
OCT. 1985
p. 125

↑ **Wer ab und zu einen festlichen Tisch decken will,** *ist mit den dekorativen Sets »Anny« gut bedient. 20 Farbkombinationen werden – auch als Decken – angeboten. 100 % Baumwolle. Set ca. 33, Serviette ca. 27 Mark. G. Stepp, Maria-Louisen-Str. 47, 2000 Hamburg 60. Zum Geschirr* *s. S. 127 oben*

Wie die Wichtel-männchen → *stehen Kanne und Milchtopf zwischen einer Schar von Mokkatassen. Das Keramikservice für 6 Personen mit einem Tablett aus lackiertem Metall kostet 298 Mark. Rügge, Gr. Bleichen 36, 2000 Hamburg 36*

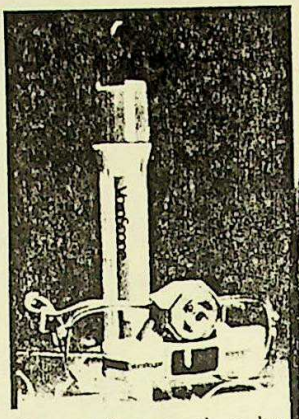
SCHÖNER WOHNEN

XR in D7/312 pouring spout

D7/~~10~~ 533 A.U. 293

VOROSCOPE

- **hands-free examination**



Clinical Specs: Voroscope is an illuminated scope allowing for hands-free examination and diagnosis by the attending physician or clinician. Its portable, belt mounted battery pack provides two hours of continuous use and can be recharged overnight. Voroscope combines binocular optics and a low temperature, high intensity light source which together provide an ideal and unique diagnostic tool for the examination of biological passageways. It can be fitted to any users prescription lenses.

American Biomedical, 700 E. Ogden Ave., Suite 30[illegible] Westmont, IL 60559.

More Information - Circle 140

FEEDING CUP

- **easy to fill**
- **easy to grasp**

Clinical Specs: The company introduces an improved feeding cup to better serve the elderly, invalids and the handicapped. This single piece design features a wide opening for ease in filling; a mouthpiece specially designed for patients' comfort. It accommodates fluids and liquified foods.

Productivity Profile: Two loop handles provide easy grasp for the weak and handicapped. When positioned at an angle requires less coordination, raised wall built into top opening guards against spillover when tipped. A low profile and wide base ensure upright stability. It is made of durable polypropylene, sterilizable to 275° F with an 8 oz capacity.

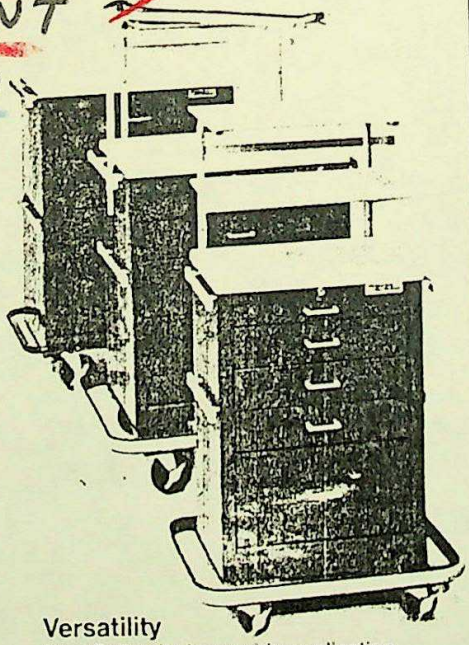
The Vollrath Co., Health Care Division, 209 Vollrath Dr., P.O. Box 228, Gallaway, TN 38036.

More Information - Circle 141

APRIL, 1988

THE VOLLRATH CO ADVERTISEMENT

PUBLICATION NAME UNKNOWN



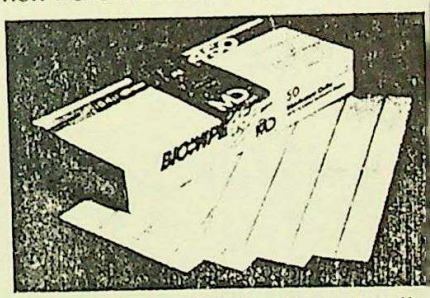
Versatility

Blue Bell units have wide application. Broad selection of mountings and accessories make customizing easy and simple for O.R., Recovery, I.C.U., Nursery, Obstetrics, etc. Use as monitor stations; ideal for small, confined spaces. Total flexibility organizes supplies and equipment to individual use.

DISINF[illegible]

- **safe, effective**

Clinical Specs: Each Bio-Wipe 450 non-woven cloth has indicator stripes



chemically bonded directly to the disinfectant. The germicidal action remains 100% effective as long as the indicator stripes are visible. Bio-Wipe 450, a convenient surface disinfection system in a wipe, is designed to kill micro organisms on non-porous environmental surfaces safely, effectively and quickly. Its synergistic disinfectant formula is highly effective against a broad spectrum of Gram (¢) and Gram (-) bacteria, fungi, yeast, and viruses. Each Bio-Wipe 450 is saturation bonded with a quaternary ammonium compound, polymeric biguanide with EDTA - a chelating agent that allows Bio-Wipe 450 to be effective in hard water.

M.D. Industries, Inc., 706 Landwe[illegible] Rd., P.O. Box 1355, Northbrook,

D7-X533 Soltauer Zinngießerei. Albrecht Röders, Soltau SEPT., 1988

Die Zukunft des Zinnverkaufs

Zinn geht nicht mehr, wird gelegentlich behauptet.

PAGE 112

GOLDSCHMIEDE ZEITUNG SEPT, 1988 PAGE 112

Wichtig daran ist: Wer Zinn wie vor 20 oder 30 Jahren verkaufen möchte, wird kaum Erfolg haben. Das gilt sowohl für die Hersteller als auch für den Handel. Ob und wie man künftig Erfolg hat, hängt ganz wesentlich davon ab, wie gut man seine Kunden kennt.

Kanne, *1,0 l, Höhe 18 cm. Eine traditionelle Form, spricht in ihrer Schlichtheit sowohl den traditionsgebundenen wie auch den modernen Käufer an*

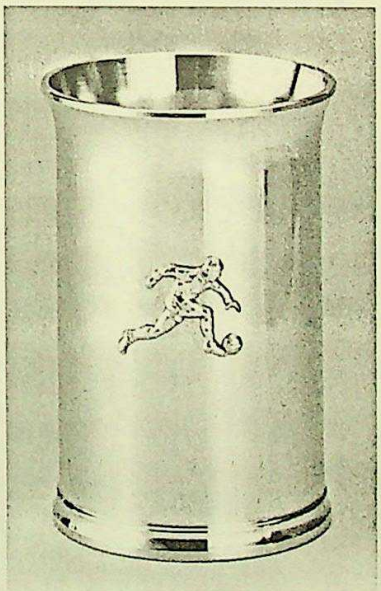
Wie sieht der heutige und künftige Verbraucher aus? Über seine Kaufkraft gibt es keine Zweifel. Die Masseneinkommen steigen sprunghaft. Die Durchschnittsersparnis beispielsweise pro Familie (4 Personen) hat die 100 000 D-Mark-Grenze längst übersprungen. Der Verbraucher ist aber nicht nur reicher, sondern auch besser ausgebildet und verfügt über eine früher nicht gekannte Fülle von Informationen über die Warenwelt. Er wird älter, wie die Alterspyramide zeigt und die Haushalte werden kleiner. 60 % sind Ein- bis Zweipersonenhaushalte mit hohem Einkommen. Das läßt den Preis als ausschlaggebenden Kauffaktor immer mehr in den Hintergrund treten. Wichtiger wird, aus einem breiten und tiefen Sortiment auswählen zu können. Qualität bleibt nicht auf die Ware beschränkt, sondern bezieht sich auch auf die Verkaufsstelle insgesamt. Personal, Standort, Werbung, Warenpräsentation, Beratung und Service müssen dem steigenden Anspruchsniveau gerecht werden. Mit der Entwicklung zur Qualität muß die Entwicklung zur Differenzierung Schritt halten. Nicht das Massenprodukt, das überall erhältlich ist, sondern das auf eine spezielle Verbrauchergruppe zugeschnittene und sogar für den jeweiligen Käufer individualisierte Erzeugnis wird künftig erfolgreich sein.

Welche Konsequenzen ergeben sich daraus für den Verkauf von Zinn?

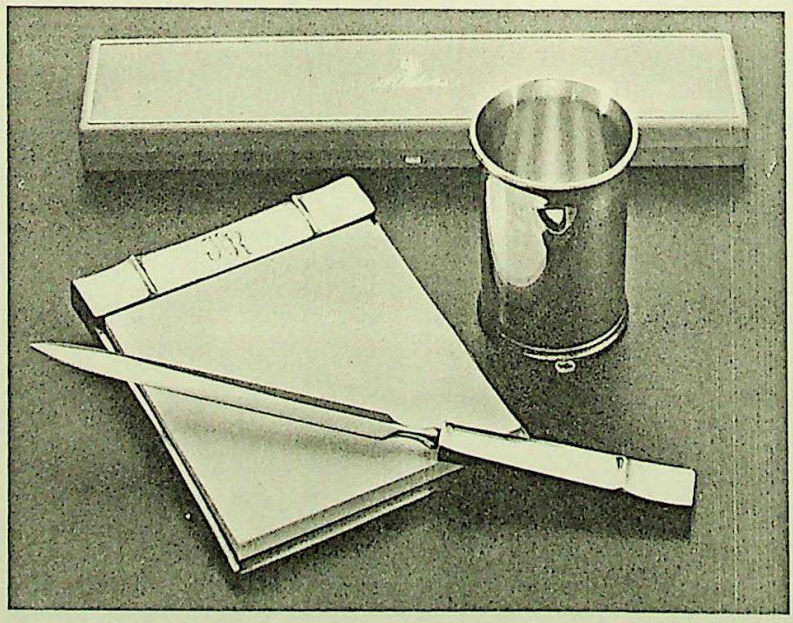
1. Die Qualität wird wichtiger als der Preis.

2. Allerwelts- und Massenprodukte werden nur noch über den Preis über Groß- und Massenvertriebsformen absetzbar.

3. Das Zinnsortiment muß sehr überlegt zusammengestellt werden, nach Lage des Geschäfts und Zusammensetzung des Kundenpotentials. Abgesehen vom Zinnfachgeschäft, das durch die Größe seines Angebots Kompetenz zeigt und attraktiv für Zinnfreunde und Zinnkenner ist, muß sich Zinn als komplimentärer Artikel in einem Sortiment aus anderen Materialien in Form und Qualität anpassen. Das traditionell ausgerichtete Geschäft wird sich daher eher traditionellen Zinnformen zuwenden und umge-



Köcher
Für den Sportler unserer Zeit wurde dieser moderne Preis, der in vier Größen hergestellt wird, entworfen. Er zeigt, daß das Zinn nicht nur ein Material mit Tradition, sondern auch unserer Tage ist

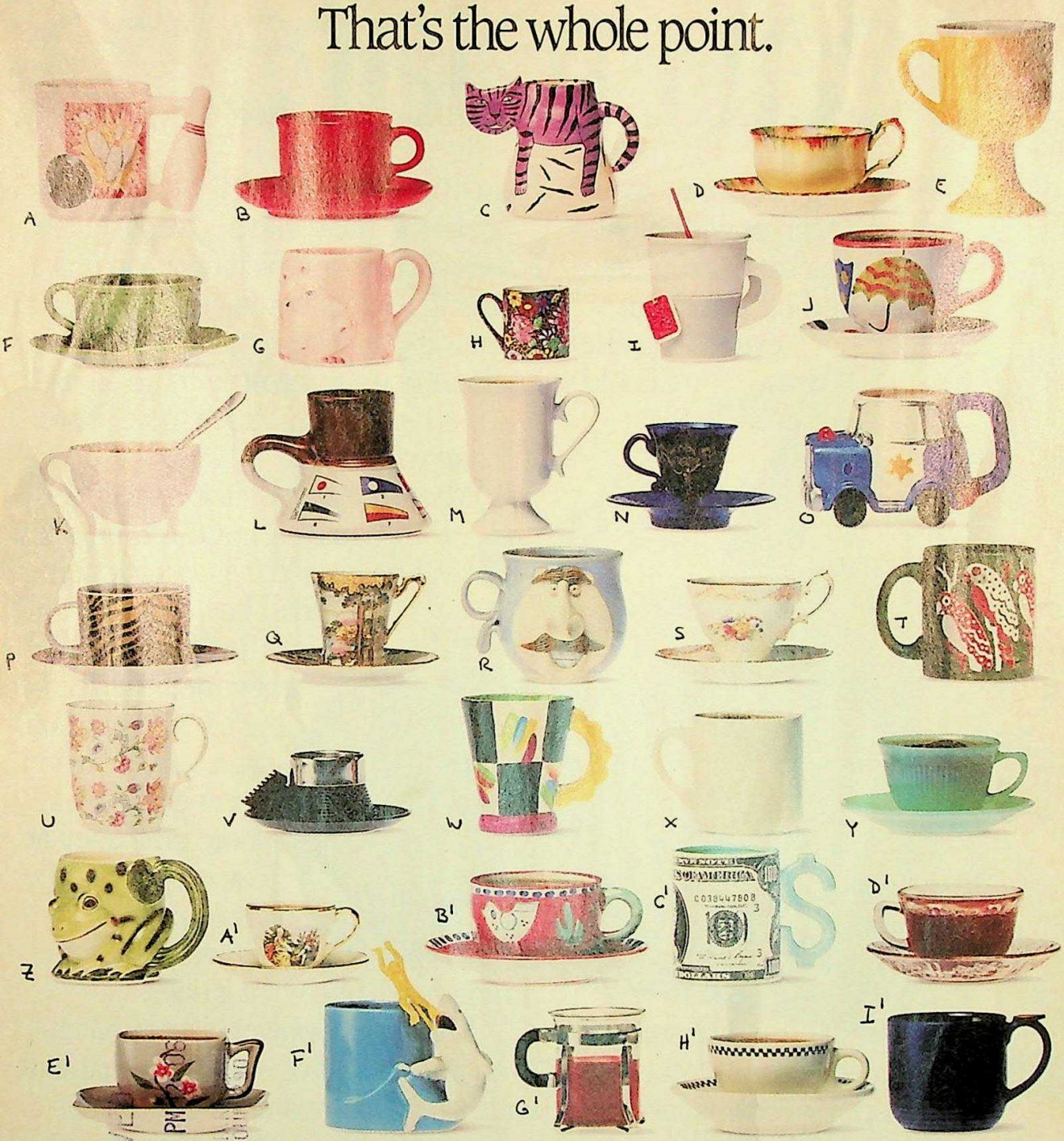


Schreibtisch-Set
Für den Managerschreibtisch wie für den häuslichen Sekretär – Schlichtheit und Schönheit fügen sich überall ein

07/533

Not every cable channel is everyone's cup of tea.

That's the whole point.



At any given time on any given day, your local cable company offers television designed for individuals rather than for the masses.

There are channels for kids. Channels for country music fans. Even channels for people who speak Chinese. And best of all, the average basic channel costs less than two cents per day.

So being able to find one that satisfies your individual taste is one of the basic values of your subscription to cable.

Cable contributes to life.

National Cable Television Association

Aug 24, 1992 TIME MAGAZINE